

# LIFE

IN THIS ISSUE  
AN INTIMATE VIEW OF  
EVA PERON



LILLI PALMER  
AND REX HARRISON

20 CENTS

DECEMBER 11, 1950

CIRCULATION OVER

5,200,000





White sidewall tires and wheel trim rings extra cost.

*A grand new 1951 Studebaker Champion is here  
and now more than ever...*

**IT'S 4 TO SEE  
INSTEAD OF 3**

*in the lowest price field!*

**The Studebaker Champion  
is one of the 4 lowest price  
largest selling cars in America!**

**SEE AMERICA'S GREAT NEW HIGH-EFFICIENCY V-8 . . . THE STUDEBAKER COMMANDER**

© 1950, The Studebaker Corporation, South Bend 27, Indiana, U. S. A.



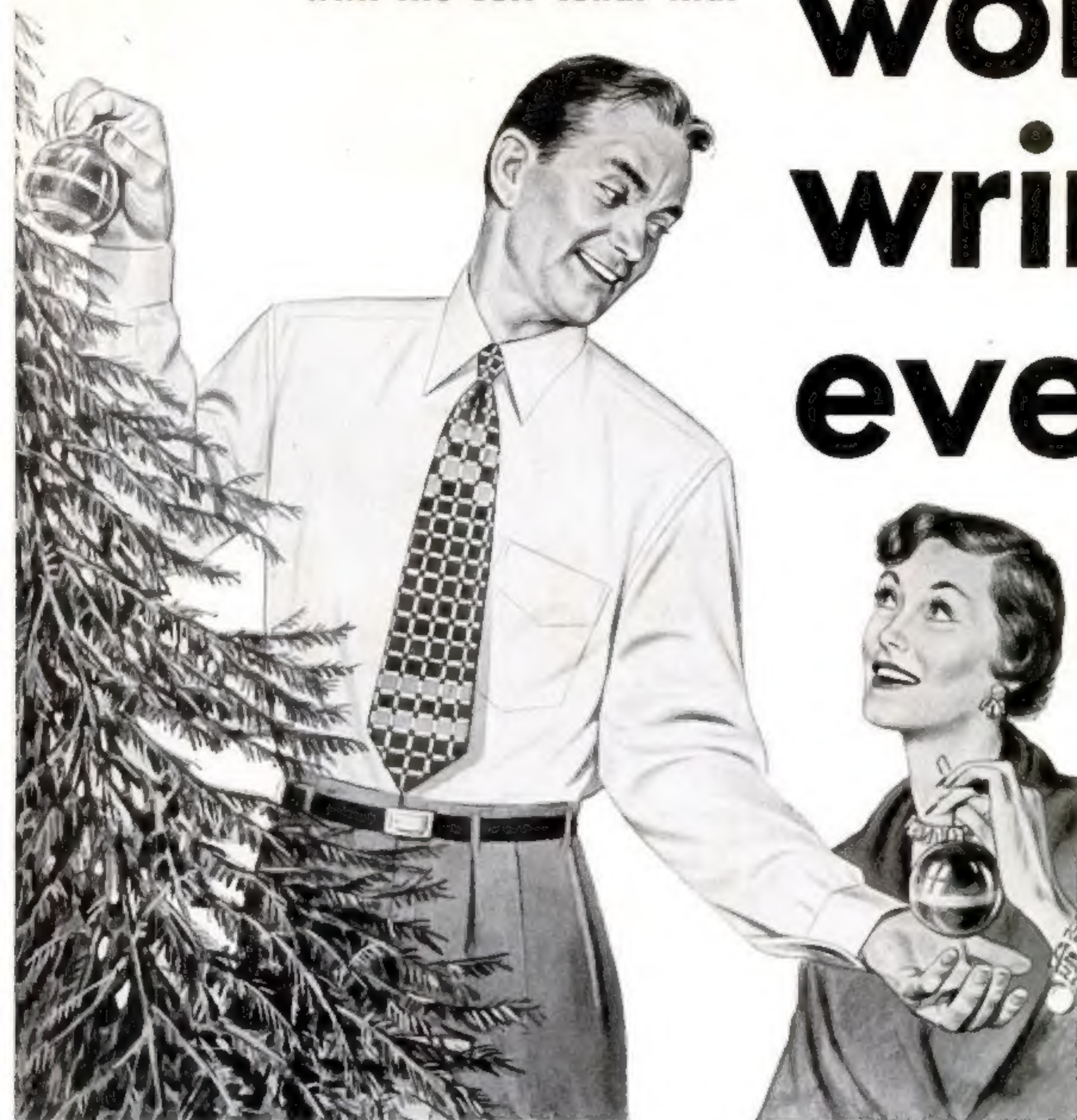
**new!** the wonder shirt

for neatness and comfort...

the new **Van Heusen** *CENTURY* shirt

with the soft collar that

**won't  
wrinkle  
ever!**



**Secret behind Van Heusen Century!** It's woven in one piece. No sewn or fused layers to wrinkle. The fold line is woven in to stay—can't even be ironed wrong.

Two collar models, single or French cuffs

Regular collar: Van Heusen Century 100, **\$3.95** Van Heusen Century 400, **\$4.95**

Wide-spread: Van Heusen Century 200, **\$3.95** Van Heusen Century 500, **\$4.95**

In blue, tan or grey (both collar models) **\$3.95**

No other shirt in the world but the new Van Heusen Century has the luxuriously soft collar that stays neat all 24 hours of the day. By a patented, can't-be-copied process, this collar is woven in one piece of special fabric... has no inner linings or layers to wrinkle or buckle.

Even the fold line is woven in by an exclusive method so it can't fold wrong... feels as gentle and smooth as a fine linen handkerchief around your neck.

The new Van Heusen Century is the *only* shirt that has such comfort and neatness... plus fine tailoring, famous low-setting Van Heusen "Comfort Contour" collar styling. *A new shirt free if your Van Heusen Century shrinks out of size.*

Phillips-Jones Corp., New York 1, N. Y.,  
Makers of Van Heusen Shirts • Sport Shirts •  
Ties • Pajamas • Collars



**Perspiration won't wilt it!**  
Soft collar of new Van Heusen Century stays neat and smart round the clock—without starch...or stays.



**Work won't wrinkle it!**  
Fold line is woven in to stay in place, to feel handkerchief-soft. And even the collar points resist curling up.



**Laundering won't hurt it!**  
Easy laundering—can't even iron-in wrinkles. No starch, less ironing mean more wear...more comfort.



**Patented one-piece collar!**  
Has no lining—just can't wrinkle. Van Heusen "Comfort Contour" collar styling gives a neat look always.

**Van Heusen**  
*CENTURY* shirts

**\$3.95 and \$4.95**



**Flesh-colored!**

**Ideal for hard-to-bandage places!**

# 3 new **ELASTIC** dressings

by the makers of **BAND-AID\*** Adhesive Bandages

Now! The makers of your favorite adhesive bandages bring you three new *elastic* dressings. Flesh-colored, inconspicuous. Special shapes, special sizes—designed for extra comfort and convenience. Get all three!



*Strip*

## 1. For injuries on joints

New BAND-AID\* Elastic Adhesive Bandage *s-t-r-e-t-c-h-e-s* to let elbows, knees and knuckles move in comfort. Stays put without binding. Familiar oblong shape.



*Patch*

## 2. For blisters and boils

BAND-AID\* Patch Dressing is ideal for scalp wounds, boils and blisters. It seals all around to keep out dirt and moisture. Its square shape fits palms, heels and knuckles perfectly.



*Spot*

## 3. For tiny cuts and moles

BAND-AID\* Spot Dressing is a tiny circle. Wonderful for face and neck, when only a tiny dressing is desired! Ideal too for puncture wounds, moles and warts. Seals all around.



**BAND-AID  
ELASTIC  
ADHESIVE BANDAGE**

**BAND-AID  
PATCH  
DRESSING**



**BAND-AID  
SPOT  
DRESSING**

*Patch & Spot Dressings packed together in new flat box*

### All 3 have these advantages...

- They fit better because they stretch
- More comfortable
- Stay put without binding
- Individually wrapped
- 100% sterile
- Waterproof
- Flesh-colored, inconspicuous

\*BAND-AID means **MADE BY**

**Johnson & Johnson**



# Jimmy got us to put our stockings in the right place!



(in shoes with **NEOLITE Soles**, of course!)

Last Christmas we got practical and included a pair of shoes  
in Jimmy's stocking. Those shoes were on the go from morning to night...  
in rough-and-tumble play... in all kinds of weather.  
And they still had plenty of wear left! Know why? Because they had NEOLITE Soles  
that last and last! Know what that taught us to do?  
Be practical and make sure our shoes have NEOLITE Soles, too!



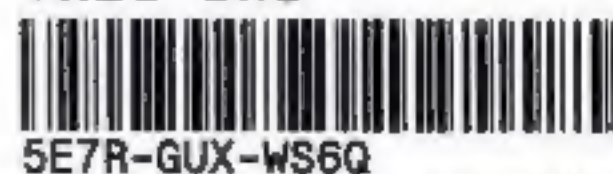
INSIST ON **GENUINE NEOLITE** *The name is always  
plainly marked on the shank*

## NEOLITE SOLES

NEOLITE, AN ELASTOMER-RESIN BLEND, U.S.—THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

MAKE ANY SHOE A BETTER SHOE—  
ANY REPAIR JOB A BETTER JOB!

This One



Copyrighted material



Feet have a holiday the whole year 'round  
in shoes with NEOLITE Soles! They're comfortable,  
flexible—need no breaking-in! And NEOLITE  
Soles give twice the wear of leather soles—are  
perfect for every type of shoe!



From cocktail styles to shopping shoes,  
you'll find NEOLITE Soles give you more pleasure  
... because they help to keep the lines smart, the  
shape right! NEOLITE is feather light, yet forms  
a firm, damp-proof platform. Step on it!



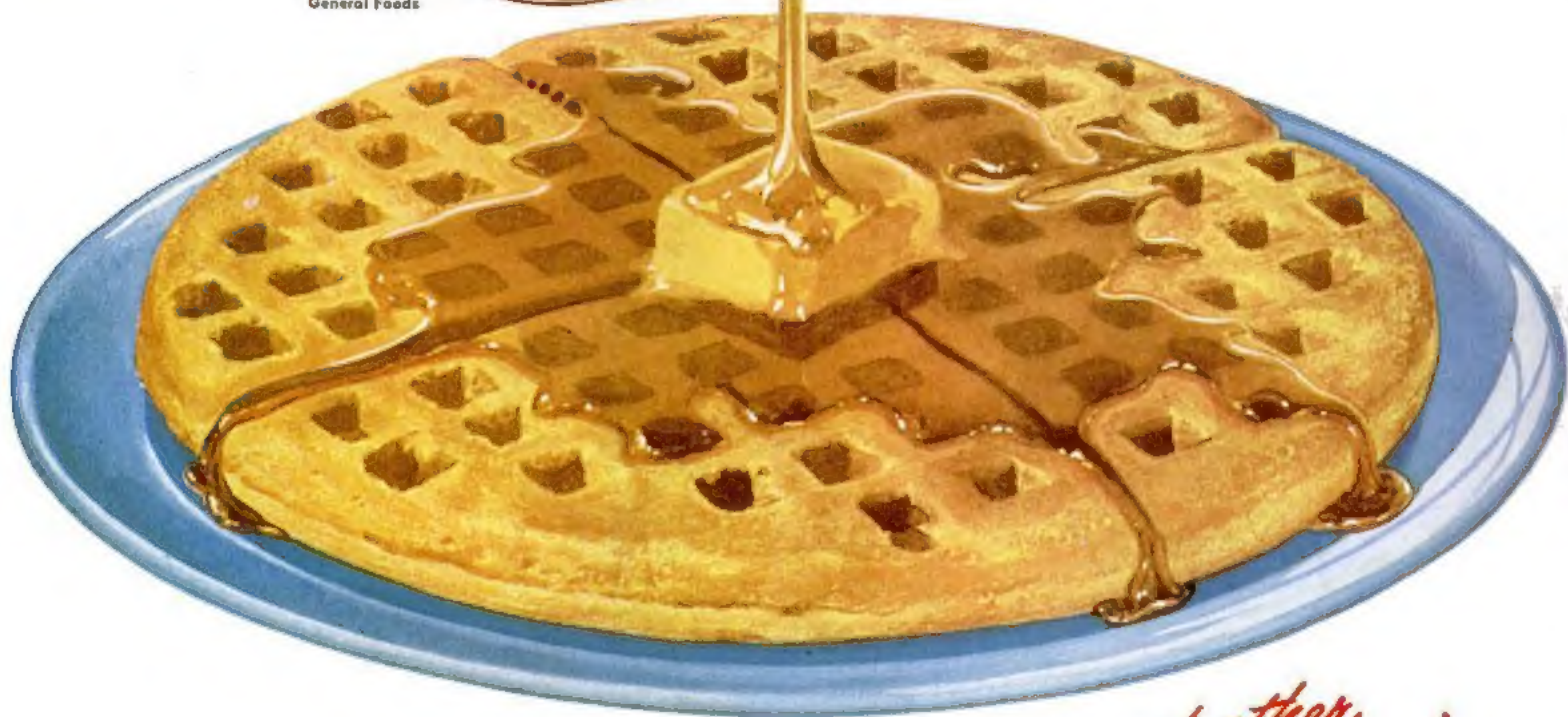
# REAL NORTH WOODS FLAVOR



A Product of  
General Foods



Like maple flavor? Then you'll love Log Cabin Syrup. It's got that rich, real maple taste . . . the result of a delicate, just-right blending of sugar and pure maple sugar syrups. One taste and you'll have visions of "sugarin' off time" in the North Woods! Get Log Cabin—in the familiar tin or handsome "antique" bottle—today.



*Just made for each other  
— Log Cabin'n Waffles!*



When you  
give from  
the heart...

give  
**Marvella**  
SIMULATED PEARLS

*the loveliest pearls made by man*

- A. 2 strand choker and bracelet set; attach together for evening elegance...\$10.
- B. 1 strand Matinee length necklace, knotted...\$5.  
pearl and rhinestone drop earrings...\$3.
- C. White Star Collar...\$15.  
Lustrous pearls set off by sparkling rhinestones, SNUG-FLEX strung (on nylon-covered elastic) to assure perfect, individualized fit, matching bracelet...\$7.50; matching earrings...\$3.
- D. 3 strand MEASURERITE® collar—easily adjusts to perfect, comfortable fit, by exclusive Measurite buckle clasp...\$10.
- E. Matched set of 1 strand necklace and earrings, in specially designed gift box...\$5.
- F. 4 strand-SNUG-FLEX® baroque collar—strung on nylon-covered elastic to assure individualized comfortable fit...\$10.95.  
clip earrings to match the clasp...\$3.
- G. 2 strand MARVELOCK®—opens and closes more easily than any other clasp—yet won't open or fall when tugged or pulled accidentally...\$7.50.  
*all prices, plus Fed. tax... at all fine stores*

The loveliest gift you can give.  
All Marvella necklaces are  
beautifully boxed in exclusive  
Marvella Beige Packages.

\*MARVELOCK MADE UNDER INTERLOCK PATENT (SHIMAN OF NEWARK CLASP)



303 FIFTH AVENUE, N. Y. C.



# Shoes for Men Roblee.



This husky oxford  
is a national favorite.  
Supple brown aniline calf, for  
smartness that stays with it.  
Famous Roblee fit for lasting  
easy comfort. It's  
a real investment  
at Roblee's  
sensible price!  
Most Roblees  
are only  
**10.95 to 14.95**  
Some styles higher.

Ask your Roblee dealer  
for Model B549. A lot  
more shoe than you'll  
get anywhere else at  
the price. For the name  
of your nearest dealer,  
write Roblee, Brown Shoe  
Company, St. Louis.  
Roblee Jrs. . . shoes like  
dad's, at Roblee dealers  
now. 8.50-9.50



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## AUDREY TOTTER

soon to be seen in

## "UNDER THE GUN"

A Universal-International Picture

says

"RC makes you  
feel like NEW!"



"Refreshing? You bet...RC really  
makes me feel like NEW! And  
it's so tasty, too...that's why I  
always drink RC with snacks.  
RC has been my favorite ever  
since I took the famous taste-  
test! I picked RC over the other  
leading colas without a moment's  
hesitation!"

You're so right, Audrey, Royal  
Crown Cola tastes best...always  
makes you feel like NEW. And  
RC costs less, too, because you  
get two full glasses—12 full ounces  
in each BIG bottle.





# Beat the High Cost of Christmas

*without sacrificing Quality...Glamour...Gratitude*

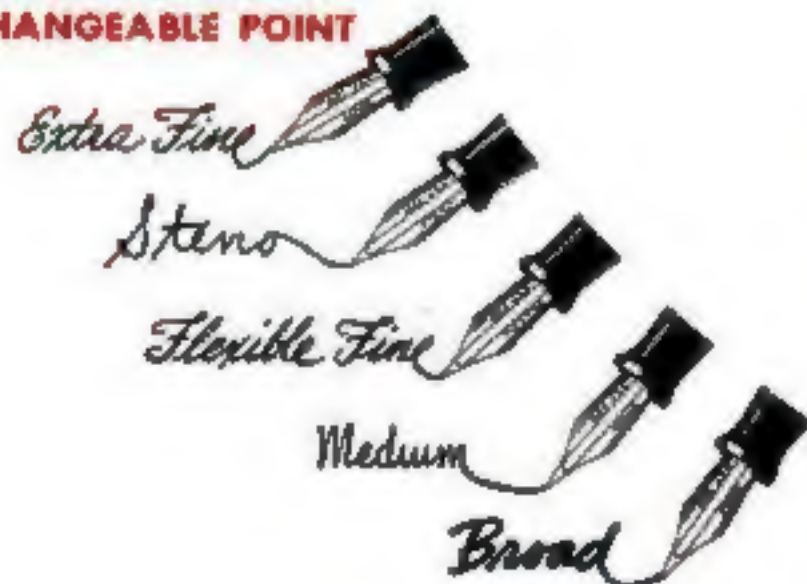
Now **Wearever**, world's largest fountain pen manufacturer, spreads your Christmas dollar further, with high quality fountain pens at \$1 and matching gift sets at \$1.98

Just look at these Wearever values. Would you want anything finer? Could you find anything more beautiful? Every Wearever is ace-high in quality, long wearing, smooth writing. Buy them by the dozen and spread Christmas joy all around! Made by David Kahn, Inc., North Bergen, N. J. Founded 1896.

No other pen selling at \$5 or less has all these features:

**5 INTERCHANGEABLE POINTS.** Choose your favorite. Replacement points, 50c each  
**VACUUM-SEALED INNER CAP.** Assures instant starting  
**C-FLOW FEED.** Transparent Lucite, shows when to refill  
**FORTICEL BARREL.** New, colorful, enduring plastic  
**HARDALLOY TIPPED POINT.** Reinforced for smooth writing, long wear  
**EXTRA INK CAPACITY.** For longer service between fillings  
**DOUBLE GRIP CLIP.** Tension spring holds it securely in pocket  
**INK CONTROLLER.** Reservoir on pen point keeps ink flowing  
**CHOICE OF COLORS.** Pearlized finish in lustrous shades of maroon, green, navy and gun metal

WITH YOUR CHOICE OF INTERCHANGEABLE POINT



**WEAREVER PENNANT SET**  
 Matching Pen and Pencil in beautiful gift box. **\$1.98**



**WEAREVER PENNANT**  
 only **\$1**

**WEAREVER TRI-COLOR**  
 writes RED BLUE GREEN **\$1**

# WEAREVER

**FOUNTAIN PENS • MECHANICAL PENCILS**

At leading chain, drug, stationery and department stores

© 1950 David Kahn, Inc.









STEINLE'S FLASK IS WHERE HE WANTS IT

# SPEAKING OF PICTURES

**Johnson's new "Heliolab"  
makes strange patterns  
both by night and by day**

Twilight travelers to Racine, Wis. last month noticed on its modest skyline what appeared to be an outside electrical coil, standing on end and lighted from within (*left*). What they were seeing was a striking new research tower which S.C. Johnson and Son, Inc., makers of wax products, had just added to their strikingly modern administration offices (*LIFE*, May 8, 1939). Designed by Frank Lloyd Wright, U.S. architecture's arbitrary dean, the tower is probably the world's tallest cantilever structure—a 153-foot outer shell of specially kilned brick bands and glittering Pyrex glass tubing laid horizontally like logs and chinked with synthetic rubber. Its heart is a central concrete pillar from which the floors, alternately square and circular, cantilever out without support from the walls. For this unorthodox, light-filled and space-efficient research laboratory, the 81-year-old Wright coined a new word, "Heliolab," designed most of its interior furnishings and even directed the placing of decorative objects—with one exception. Research Vice President J. Vernon Steinle, rebelling at Wright's ukases, insisted on placing one flower flask (*above*) where he wanted it.

← **AT TWILIGHT** the refraction caused by the glass tubing makes interior lights appear to curve inward

**IN SUNLIGHT** tower takes on silky sheen (*right*). →  
Wright had 24 kinds of brick made especially for it.







Social security...with no strings attached! Snug, stay-put A'Lure strapless with nylon elastic marquisette all around. Nylon lace cups. Flexible boning. White or black. A'Lure #1062.

## Darling, you don't need reins to be a dear!

Above all—be elastically comfy in Warner's A'Lures

Jiminy Christmas! Don't put up with bras that keep a tight rein on your loveliness! Here's A'Lure! It's a love of a bra!

The secret... Warner's exclusive *all-elastic* bands... they breathe when you breathe... hug you comfy from cup-to-closure. Yours will fit perfectly thanks to Warner's 3-Way-Sizing. At finer stores.

1. Your Warner's is your cup size...

A to D... your cup size will fit letter-perfect.

2. ...and your band... no bands, narrow bands, deep bands or elastic A'Lure bands...with the snug-hug you love.

3. ...and your uplift... whether you like a little lift or a lot, you can have your own way in Warner's bras.



Fancy free! All-around satin elastic! Undercup elastic! Between-cup elastic! Three times as free 'n easy on you! Fancy imported nylon lace over nylon marquisette. White magiol A'Lure #1016.



Snow wonder! Silky satin elastic all around. Nylon satin undercups, topped with embroidered nylon marquisette. White. A'Lure #1045.



Every upper story. In every size, every cup. A'Lure satin elastic undercups and all-around band. Topped with nylon marquisette. Pink, black or white. A'Lure #1050.

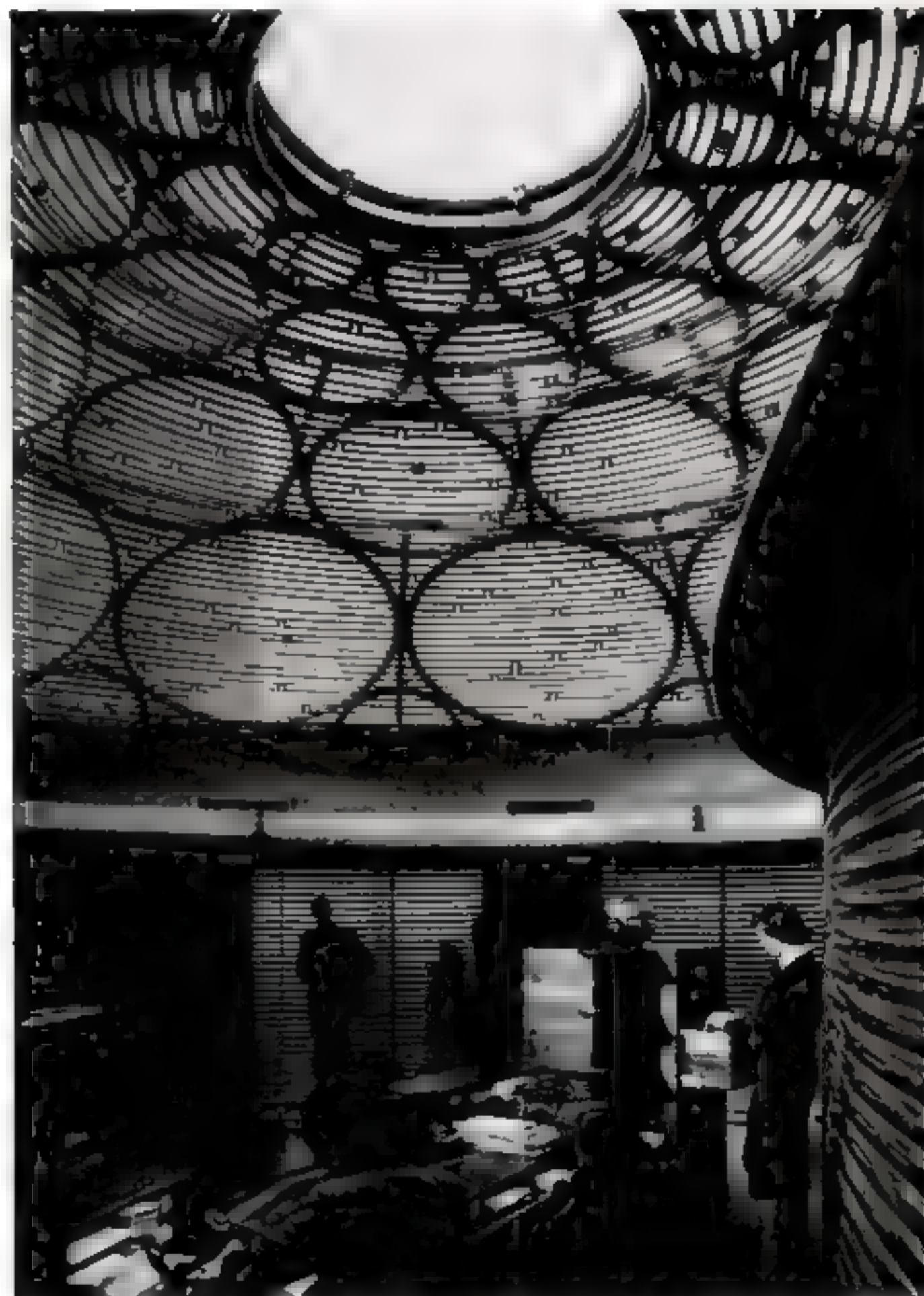
Tailor top! A'Lure without the trim. All-around elastic and elastic undercup uplift. Sheer nylon marquisette cup-tops. White. A'Lure #1090.



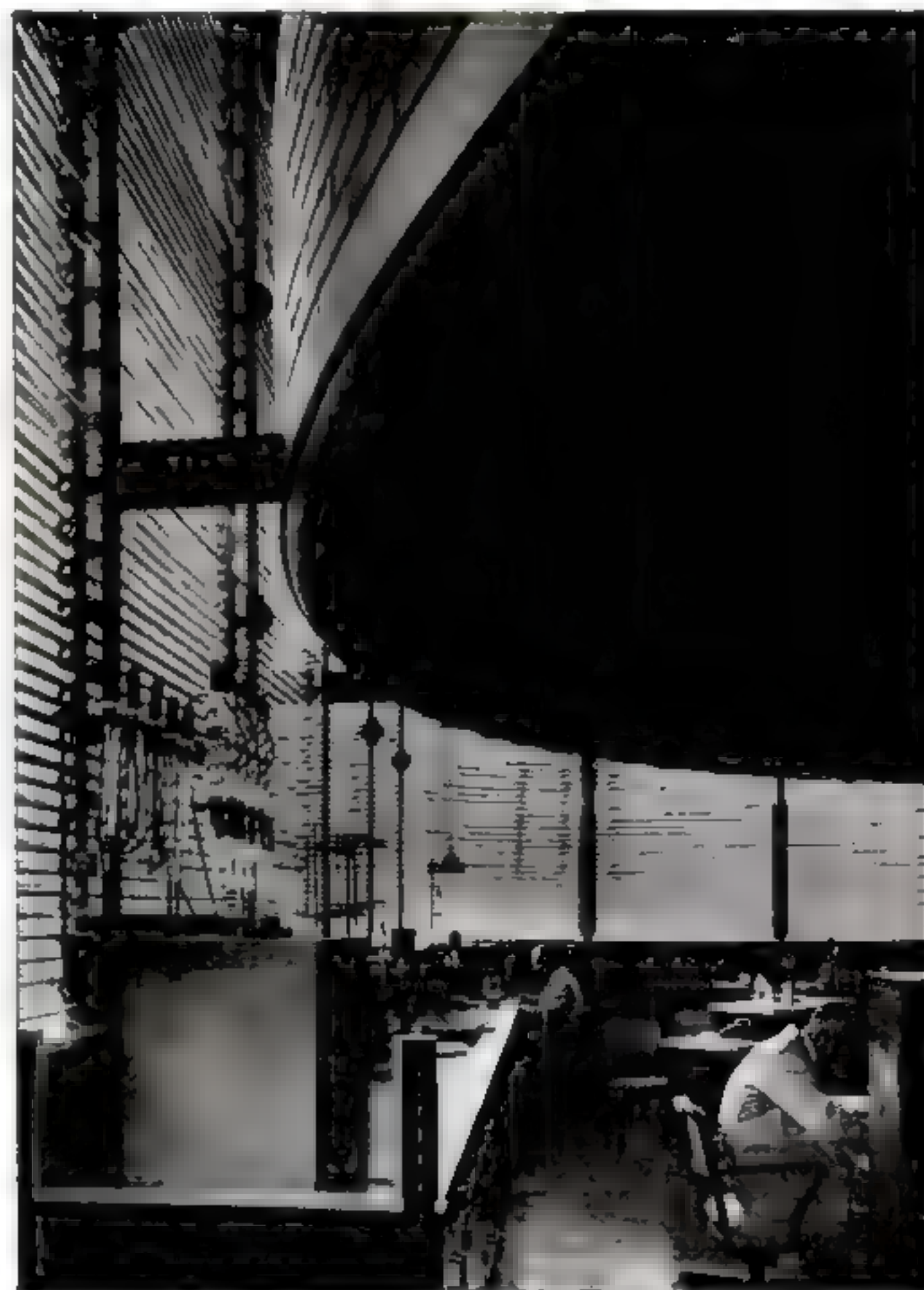
## WARNER'S 3-Way-Sized Foundations and Bras

WORLD FAMOUS FOR LE CANT • A'LINE • STA-UP-TOP • "FREE-LIFT" • WARNERETTE • Reg. U. S. Pat. Off., The Warner Brothers Co., New York 16, Chicago 6, San Francisco 2

## JOHNSON TOWER CONTINUED



DOUBLE DOME roofs one of the offices which adjoins the tower. The outer dome is of Plexiglas, and the inner one is glass tubing supported by iron rings.



HOW THE FLOORS ALTERNATE is shown above. Thus, the third floor, is square, the one above it (top) round. Only 80 people will work in the tower.



# Yours for a white Christmas!



WHEN Christmas morning dawns bright and clear, fortunate indeed is the loved one who has received one or more of these gleaming white Frigidaire appliances.

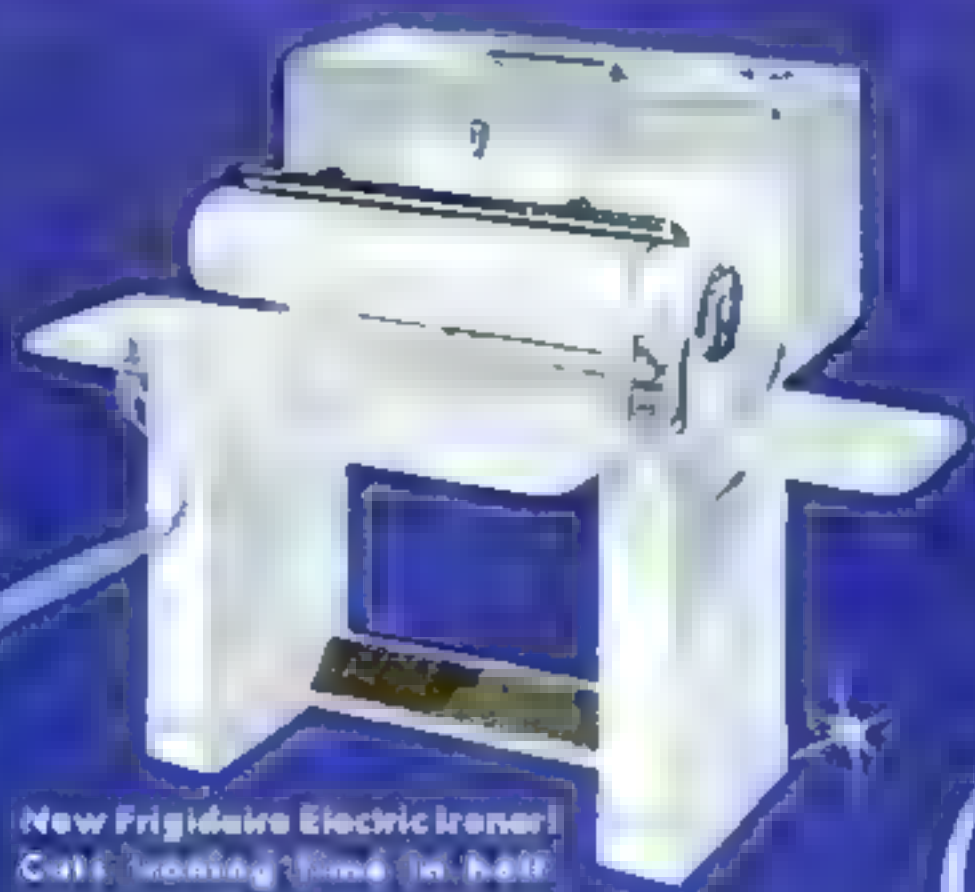
Here are gifts, not of the moment, but lastingly beautiful remembrances that bring happiness year after year—ever a joy in their grace of beauty and line, never-failing in their complete convenience, and

always faithful in helpful, dependable service.

To make *her* dream come true, visit your Frigidaire Dealer. Ask about all the Frigidaire appliances for Christmas giving, including the Frigidaire Electric Water Heater, Kitchen Cabinets and Sinks, and Dehumidifier, which are not shown here. Look for your Frigidaire Dealer's name in the Yellow Pages of your phone book.



New Frigidaire Automatic Electric Drier! Dries clothes in any weather. Saves backaches—no lugging of heavy wash to line.



New Frigidaire Electric Ironer! Cut ironing time in half. Operates from comfortable sitting position.



The Matchless Frigidaire Food Freezer! Saves trips to market—saves money. Keeps half-season favorites handy.



Only Automatic Washer with Live-Water Action! This Frigidaire Washer gets clothes clean at the touch of a dial.



America's No. 1 Refrigerator! What women wouldn't adore a Frigidaire beauty like this—to make meal planning easier.



America's Most Beautiful Electric Range! This Frigidaire De Luxe Electric Range makes cooking easier, better. Extra large ovens.



## FRIGIDAIRE Appliances



At Christmas time, or any time, this emblem on a Frigidaire product is your assurance of the same measure of outstanding convenience, economy, dependability and beauty that has made Frigidaire America's No. 1 Refrigerator.

Frigidaire Division, General Motors Corporation, Dayton 1, O. Leaside 12, Ont.



### For Your Best Girl Friend

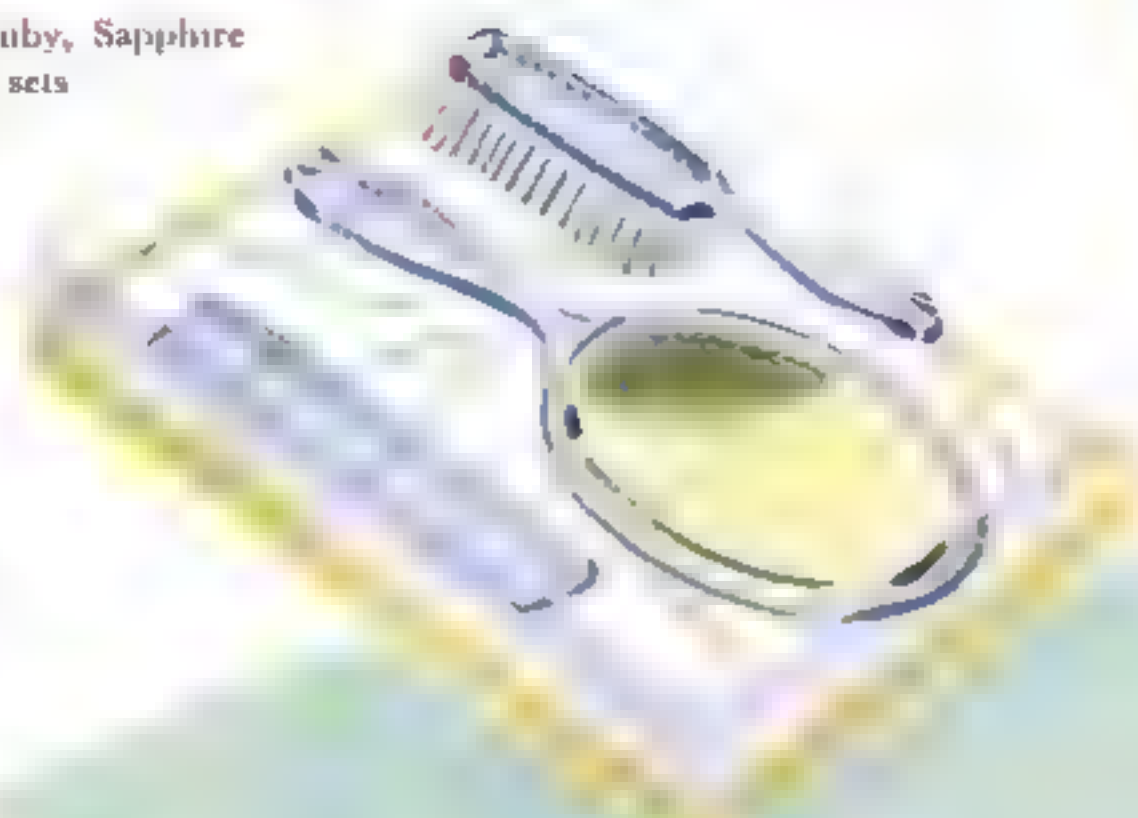
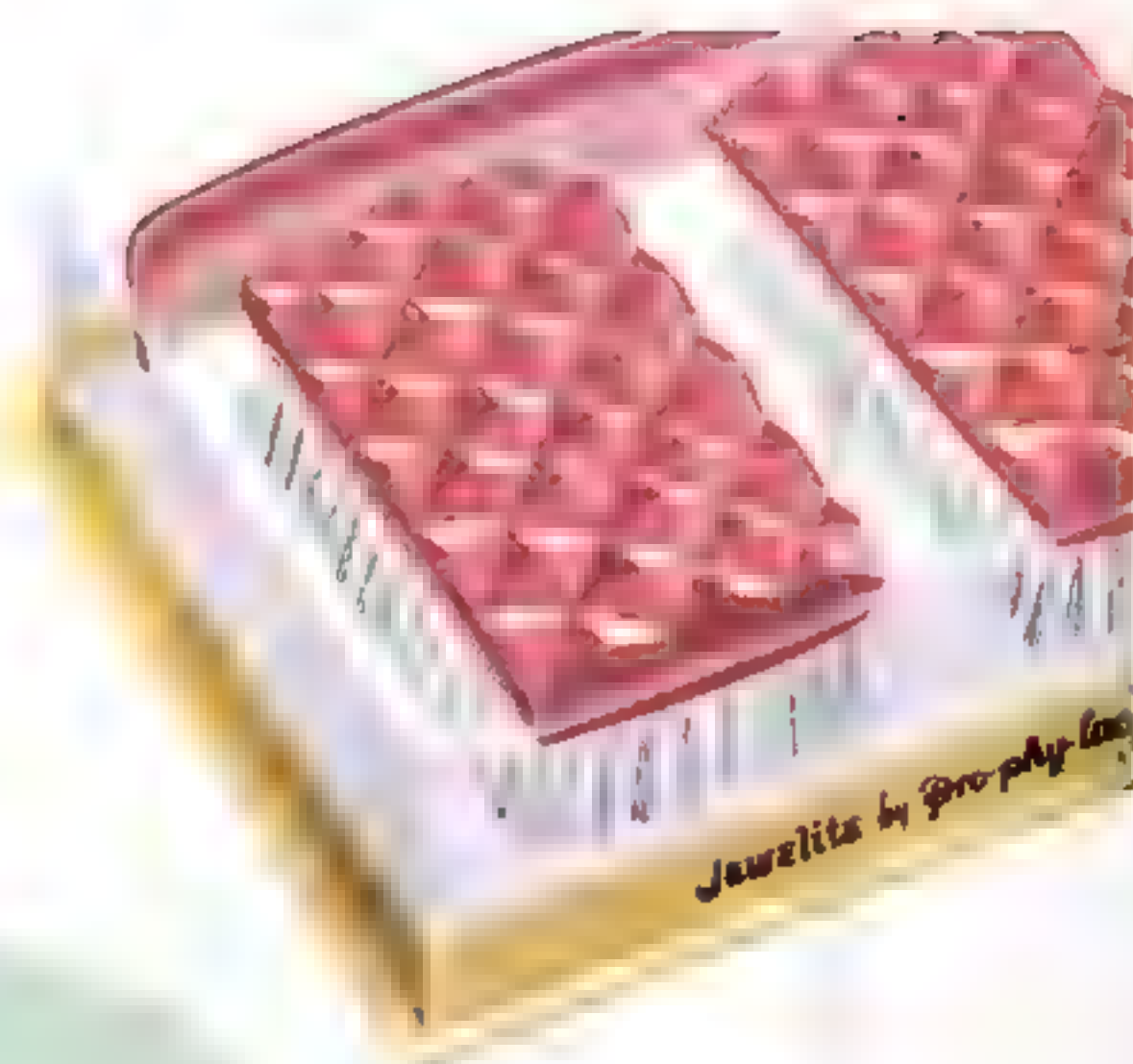
3-piece dresser set in Ruby, Sapphire or Crystal, **\$5.00**. Other sets available, up to **\$12.50**

### For The Top Man

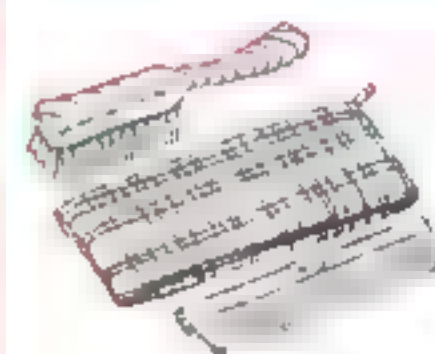
on your totem pole! Distinctive military set in diamond back pattern. Garnet or Crystal **\$7.50**

### For Mom

famous Roll-Wave Brush and Comb. Ruby, Sapphire or Crystal **\$4.50**  
A Junior Roll-Wave Set costs **\$2.50**

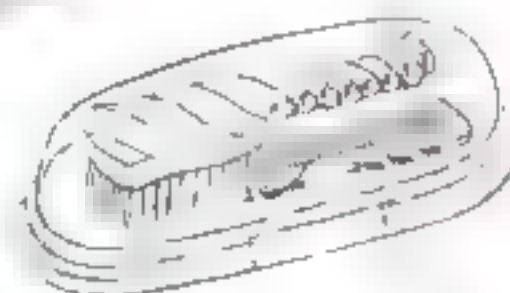


# I'm dreaming up a Jewelite Christmas!



**For Sister Sue** — Purse-size Bonnie Kit in Scotch-plaid zippered case. Ruby, Sapphire or Crystal at the wee price of **\$1.50**

**For Baby** — bless her little head! Dainty Brush and Comb in Pink Blue or Crystal **\$2.50**



**For Aunt Mary** — and her many friends! Brush and Comb in Ruby, Sapphire or Crystal **\$2.00**



Chunky, masculine Jewelite for Tom, Dick and Harry!

Graceful, gleaming Jewelite for Mom, Sue and Mary!

Gay as your Christmas tree ornaments, exciting as mistletoe!

Lavishly gift-packaged, too. Get Jewelite at your favorite toilet goods counter.

Pro-phy-lac-tic Brush Co., Florence, Mass.

*Jewelite is also available in Canada at slightly different prices.*



## LIFE'S REPORTS



NURUMAN STILL FROWNS WHEN DAUGHTER USES AMERICAN COSMETICS

## "WE'RE LIVING THE ECA WAY"

Since the plan of "Bay Marshall" a Turk's day includes baked beans, "Küçük Abner," democracy  
by NERIN E. GUN

Only two-and-a-half years ago the most backward nation in the ECA "family" was Turkey. Today Turkey is the outstanding example of what ECA can accomplish. New port facilities, modern slaughterhouses and refrigeration plants, tractors, centrifugal pumps, veterinarian colleges and oil derricks (an over-all expenditure so far of \$104 million) are transforming Turkey. Indeed, Turkey's wheat and corn production has increased so much that she is now being looked to as a possible "breadbasket of free Europe." Just as important as this economic resurgence is Turkey's demonstration of how a country, given the opportunity, can take up the ways of freedom. Last spring one-time Dictator Ismet İnönü held the first free elections in Turkish history and was tossed out by Celâl Bayar and a democratic administration. Turkey's new prosperity, because it stems from ECA aid, has produced some startling examples of "going American," especially among the upper-middle-class families who can now afford it. To learn how far this love for "Sam Amca" ("Uncle Sam") has gone, Nerin E. Gun, a Turkish foreign correspondent, returned to Ankara and lived for a month with the family of Civil Servant Kâmil Nuruman. Mr. Gun's report on the average day in the Nuruman home follows.

It was only a few years ago when things were quiet in the morning around the Nuruman household. Then there wasn't much for breakfast. Kâmil's wife Fayze would not let anyone talk about the news: the headlines were too depressing. Everyone ate breakfast quietly and left for work or school. Today the Nurumans are, as they say, "living the ECA way," and the transformation from somber quiet to frenetic activity is almost unbelievable. The household is awakened by the shrieks of 14-year-old Güzin taking her shower. She talked her father into installing this device when she discovered that in America everyone takes a cold shower in the morning. Güzin is still jumping when she gets to the breakfast table. There confusion reigns. The new radio must be turned on so Güzin can hear a special children's program just like the ones in the land of "Sam Amca." Twenty-five-year-old Cahid, the only son, stands before the sideboard mirror using, and mostly showing off, his new electric razor. Above the squeals of the radio and the hum of the razor Fayze is striving to keep housewifely order and at the same time deal with Ayşe, the family's maid, who is arguing that she can't cook the breakfast these children are demanding. Güzin and Cahid will eat nothing but American-type breakfasts. No more black olives and goat's cheese for them; they want cereal, fruit juice, bacon, eggs and (that amazing delicacy) waffles. But Ayşe is still arguing that she is committing a mortal sin when she touches pork. The maid retreats to the

CONTINUED ON NEXT PAGE

you

Face Powder Finish\*

Bur-Mil® Cameo® stockings with Face Powder Finish actually reflect less light, making your legs look misty and completely delightful. Enjoy this beauty in 60 gauge NYLOMIST...Cameo's longer-wearing sheers. Irresistibly low-priced. Perfect for Christmas giving, too!

A PRODUCT OF BURLINGTON MILLS

TRADEMARK





*don't fool yourself  
about insurance*  
By don herold

**SOME PEOPLE** merely carry a "little" insurance to ease their minds a bit.

That's like keeping a quart of water around to put out a fire.

If you carry insurance, carry **ENOUGH**.

If it's fire insurance, figure the insurance on the basis of what it would cost you to rebuild today.

If it's liability insurance, figure that after some accident you may be sued and soaked for many, many thousands of dollars.

**PLENTY** of insurance costs very little more than too little.

Consult an agent of the America Fore Group. Let him advise you how much and tell you the cost. To find him, call Western Union by number and ask for Operator 25.



**JUST AS IN U.S.**, daughter Guzin spends most of evening on phone.

#### LIFE'S REPORTS CONTINUED

kitchen, where she gingerly puts the bread in the pop-up toaster, then points two fingers of her left hand at it while it ticks away. She considers machines like this the handiwork of the devil, and she is careful to fend off the evil eye each time the ominous ticking starts.

Some order is restored to the breakfast table by the time Selma, the Nuruman's 20-year-old daughter, glides downstairs. Selma would not think of arriving on time; no young girl does in America. Besides it takes time to apply all her new Hollywood cosmetics. Because she studies every American magazine she can buy and looks at the others in the library, she knows exactly how her make-up should be applied—thickly. Her arrival invariably brings a comment from her father, who still disapproves of her wearing slacks to breakfast. Selma answers that her father just isn't "in the groove"; everybody knows the daughter of the President of the U.S.—who must of course be a very conservative man—wears "pedal-pushers." That settles that argument until the next morning.

Fayze is happy to get her family out of the house. Kamil to his job as a department director in the Ministry of Commerce and the children to their schools, so that she can study the American menus that keep Bette Davis, Joan Crawford and Gloria Swanson eternally young. When she goes to the market she knows what delicacies from far lands she wants: Boston baked beans in a can, beef that is corned; and she is ready to haggle with the grocer until he lowers his price a few cents. Not even the ECA could change this Turkish custom and, besides, the cost of living has risen so much in Turkey lately. Kamil has had three raises because the Marshall Plan has started so many new government projects, but Fayze still has to save up her pennies for those American gadgets the children keep asking for. One thing she does not haggle about, though. After she has bought her grocer-

## Perfect Gravy every time...

SMOOTH... BROWN... DELICIOUS!



**MEAT 'n' POTATO CASSEROLE**  
Can use chopped, cooked meat and diced, cooked potatoes. Season with salt, pepper and minced onion. Add 1 can (1 1/2 cups) Franco-American Beef Gravy. Bake in grease a casserole at 350° until browned.

**DINNER MENU**  
Meat n' Potato Casserole  
Harvard Beets Tossed Green Salad  
Hot Rolls Fresh Fruit  
Cream Cheese and Crackers  
Coffee or Milk

**Adds  
extra flavor**

No more gravy failures! Make perfect gravy every time... any time... with Franco-American Beef Gravy. Made from fine selected beef. Has that real, beef flavor. All ready to serve—just heat. Get several cans today!

**Franco-American  
BEEF GRAVY** —READY TO SERVE!

## Fun with Food

By **ELSIE**  
the Borden Cow



There'll be plenty of good cheer at your holiday gatherings if you serve plenty of good cheese—like full-bodied, fine-flavored **LIEDERKRANZ BRAND!**

Serve it as a "surprise" dessert or evening snack—the mellow yet robust flavor of **LIEDERKRANZ** is a delightful change.



And this creamy-hearted cheese served on slices of pumpernickel will make any guest's holiday visit more pleasant!

Better keep **Liederkrantz** on your mind (and in the refrigerator!) for holiday visits—and good eating!

Be sure to serve it when the center's soft and creamy-yellow! That's **Liederkrantz** at its luscious best!

Folks who know cheese  
say "Borden's, please"

©The Borden Company

LOOK FOR THIS SEAL ON YOUR POLICIES

**America Fore**

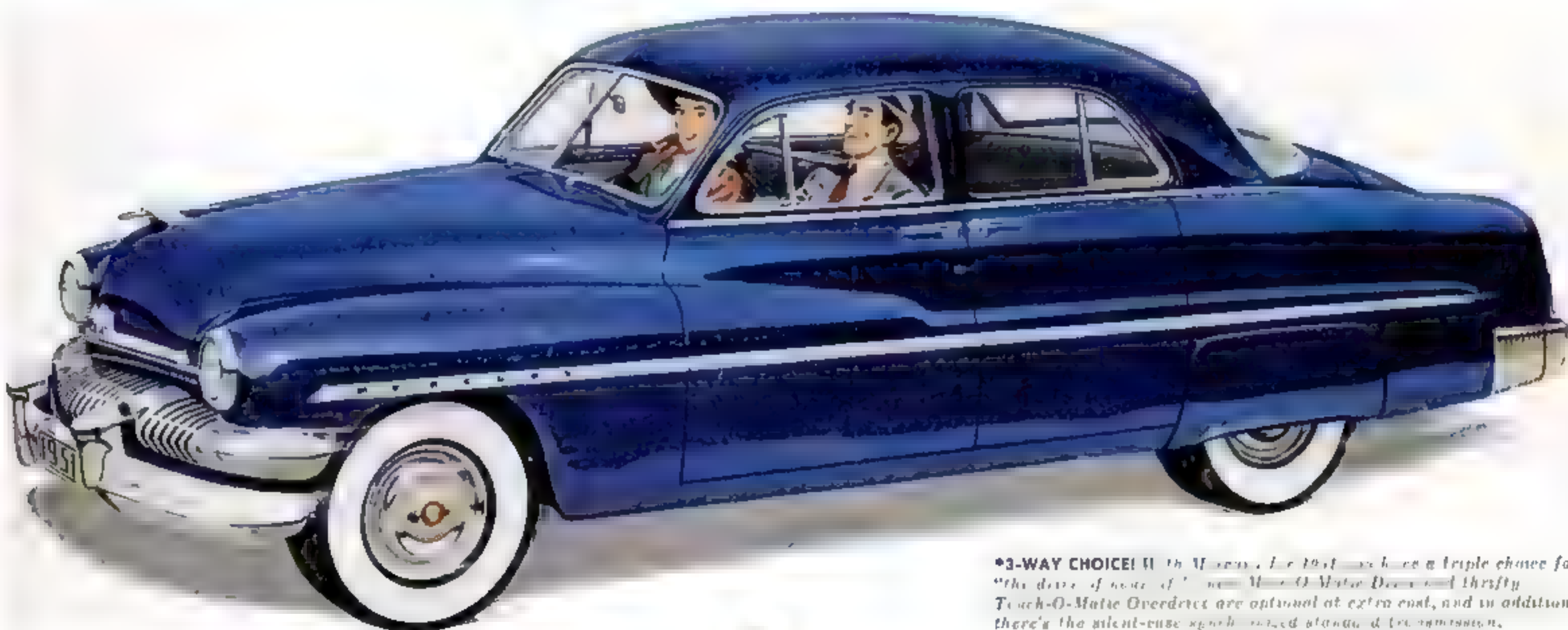
CONTINUED ON PAGE 17



# "Never saw anything like it!"



"Smartest car—smoothest drive on the road!" That's what they're saying about the new 1951 **MERCURY**!



\*3-WAY CHOICE! In Mercury, for 1951, you have a triple choice for "the drive of your life"—new Merc-O-Matic Drive and Thrifty Touch-O-Matic Overdrive are optional at extra cost, and in addition there's the silent-race speed-boost standard transmission.

ONCE YOU DRIVE IT, YOU'LL AGREE —



THERE'S NOTHING LIKE IT ON THE ROAD!

**T**AKE a good long look at the gleaming beauty above. *That's* the car to give you the "drive of your life"! *That's* the new 1951 Mercury with Merc-O-Matic Drive!\* And you can see it today at your Mercury dealer's showroom.

Now—in the 1951 Mercury—is the new, s-m-o-o-t-h-e-r, simpler, more efficient transmission. And it's thrifty, too. There's just nothing like it on the road today.

And there's nothing to match this new

Mercury for looks and luxury. Literally dozens of new features. Sweeping new styling from end to end; rich, new colors, upholstery and trim. You'll go for every line of its breath-taking new beauty.

And when you compare this Mercury for value, for solid, built-in quality, for low upkeep, reliability, and performance, you'll agree that Mercury is both the "drive of your life" and "the buy of your life"!

MERCURY DIVISION • FORD MOTOR COMPANY

New 1951  
**MERCURY**  
with  
**MERC-O-MATIC**



**NEW! ORIGINAL GIFT! ONLY \$12<sup>75</sup>!**

**America's Only Combination  
Desk and Pocket Set!**

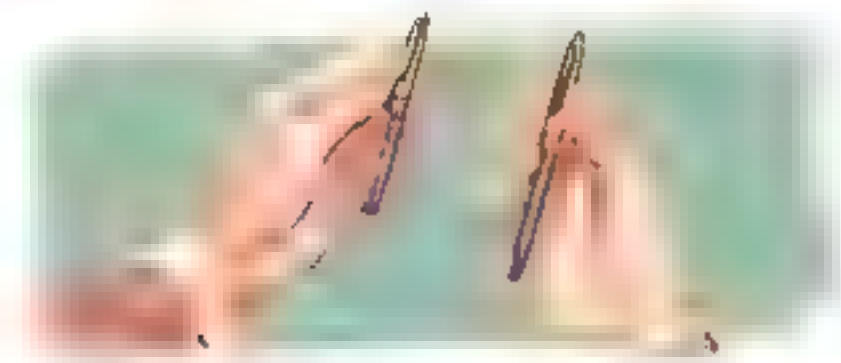


© 1950 Eversharp, Inc.,  
N. Y. C.

*It's the "DESK-PAC"*

*Created by EVERSHARP*

**1 THE PERFECT  
POCKET SET**



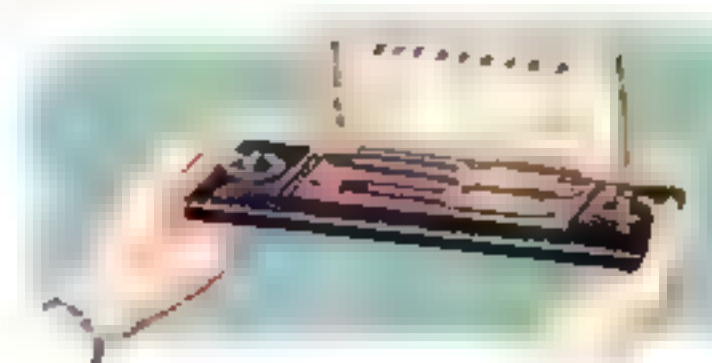
• Only EVERSHARP gives you all these definite advantages: Extra-large 14-Karat Gold Point for velvet-smooth writing . . . Instant-Fill Lever Action — fastest, easiest, nicest way to fill your pen . . . Magic Feed — to end flooding and leaking. "DESK PAC"—now only \$12.75 to \$18.75.

**2 A DISTINCTIVE  
DESK SET**



• Open the lid . . . place the pen and pencil in the two holders . . . and the case becomes a handsome desk set . . . complete with calendar and box for paper clips. The perfect setting for EVERSHARP — the only pen tested and approved by the United States Testing Company for its excellent craftsmanship and writing qualities.

**3 A LUXURIOUS  
GIFT PACK**



• Beautifully fashioned in lustrous black with a gleaming gold-colored lid. Inside . . . are smartly designed pen and pencil with silver-colored cap trimmed with wide gold-filled bands . . . and sturdy gold-filled clips. Yes, here are perfect examples of expert craftsmanship!

**GIVE EVERSHARP — AND YOU GIVE THE FINEST!**



# I WEAR FALSE TEETH

yet my mouth feels  
fresh, clean and cool  
No "DENTURE BREATH"  
for me\*



"I keep my false teeth clean and odor-free with Polident. When my plate feels clean and fresh and cool from a Polident bath, I'm safe from Denture Breath."  
Mr. A. G. R., New Milford, Pa.

You know what Mr. R. means—it's a wonderful feeling to know that you're not offending friends with Denture Breath. And it's great when your plates feel clean and cool and fresh—from their Polident bath.

Remember, dental plates need the special care of a special denture cleanser. Don't brush, soak them in Polident (only about a cent a day) to keep them sparkling clean, free from Denture Breath. Get Polident tomorrow.

## NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.



# POLIDENT

RECOMMENDED BY MORE DENTISTS  
THAN ANY OTHER DENTURE CLEANSER



Amazing New Cream Holds Tighter, Longer than anything you've ever tried or double your money back **POLI-GRIP**

Made and guaranteed by POLIDENT

## LIFE'S REPORTS CONTINUED

ies, she goes to the Ulus Square to buy a new "American beauty" utensil for her kitchen—a knife, can opener or nutcracker. Here she never questions the price because American products are "nylon," a new word in the Turkish vocabulary meaning durability combined with elegance. Fayze has to hurry because her afternoons, once peaceful mending sessions, are now a madhouse of bridge parties, courses at the nursery of the Society of the Protection of Childhood and meetings of the Turkish-American Women's Club.

By dinnertime, when the family assembles around the table again, Fayze is tired by her busy day and can hardly keep up with the conversation that is roaring around her. Cahid is telling anyone who will listen about the experiments he performed today in the laboratory of the university. When he graduates next summer he hopes to go to America to learn to be a qualified technical engineer. Cahid's voluble plans are drowned out, however, by an argument between Selma and Güzin over how to do the Charleston, and Selma has to be told to sit down when she tries to demonstrate what she means. Finally Kamil tries to assert his authority by telling them all to quiet down, whereupon he reports some of his experiences at his Ministry of Commerce office. His work is so much nicer now that the Americans are around. The old roads, virtually unimproved since the Romans built them, have now been replaced by long ribbons of concrete. Kamil appreciates this because he has to travel a lot. His expense account is not so tight any more, because appropriations for the government projects are larger. And whenever he gets out into the country he marvels at the new ECA tractors. Once the farmers plowed behind oxen. Now many churn around on their new tractors, some of them even dashing onto the road to race the bus. When dinner is over, if it is the maid's day out, Fayze does the dishes. She was delighted to discover in one of those magazines that in America the men help with the dishes. This part of "Marshallization" Kamil stubbornly opposes—so far. He was winning the battle until Fayze made another discovery about America: divorce is no shame. In fact she and her friends are beginning to think of it as an honor. An American divorcee married the King of England; another one married the son of the Aga Khan. Fayze was quick to use this threat, pointing out to Kamil how easily a divorce can be obtained and how much alimony she thinks she would need.

CONTINUED ON NEXT PAGE

# One of these is just right for her



Be an angel  
this Christmas



Warm up to this for Christmas! The new Hoover Electric Iron gives faster, better ironing. Big Pancake Dial... easy to see, easy to set, positive heat control. Koolzone handle never gets hot, fits the hand without gripping. Low-angle bevel for gliding in and around pleats, ruffles and buttons. Two weights, 3 1/2 lbs. and 4 1/2 lbs. \$1275 including excise tax.




Christmas shopping well in hand! The new Hoover Dustette is everybody's hand vacuum cleaner! Perfect for pickup cleaning, for stairs, furniture, draperies, automobiles... those hard-to-clean places. Weighs only 5 1/2 lbs., easy-grip handle, brush in nozzle picks up lint and litter faster. \$2495



Bright floors for your home with the new Hoover Electric Floor Polisher! Light, easy to use, will not bounce or wander. Built low to get under furniture, headlight, non-marring bumper guard, easy two-way brush-saving storage... \$6995 complete with brushes and 2 sets of buffing pads.

Give her one of these fine Hoover products by the makers of the world-famous Hoover Cleaners! For the past 43 years millions of women have found this out about Hoover gifts... give her a Hoover and you give her the best!

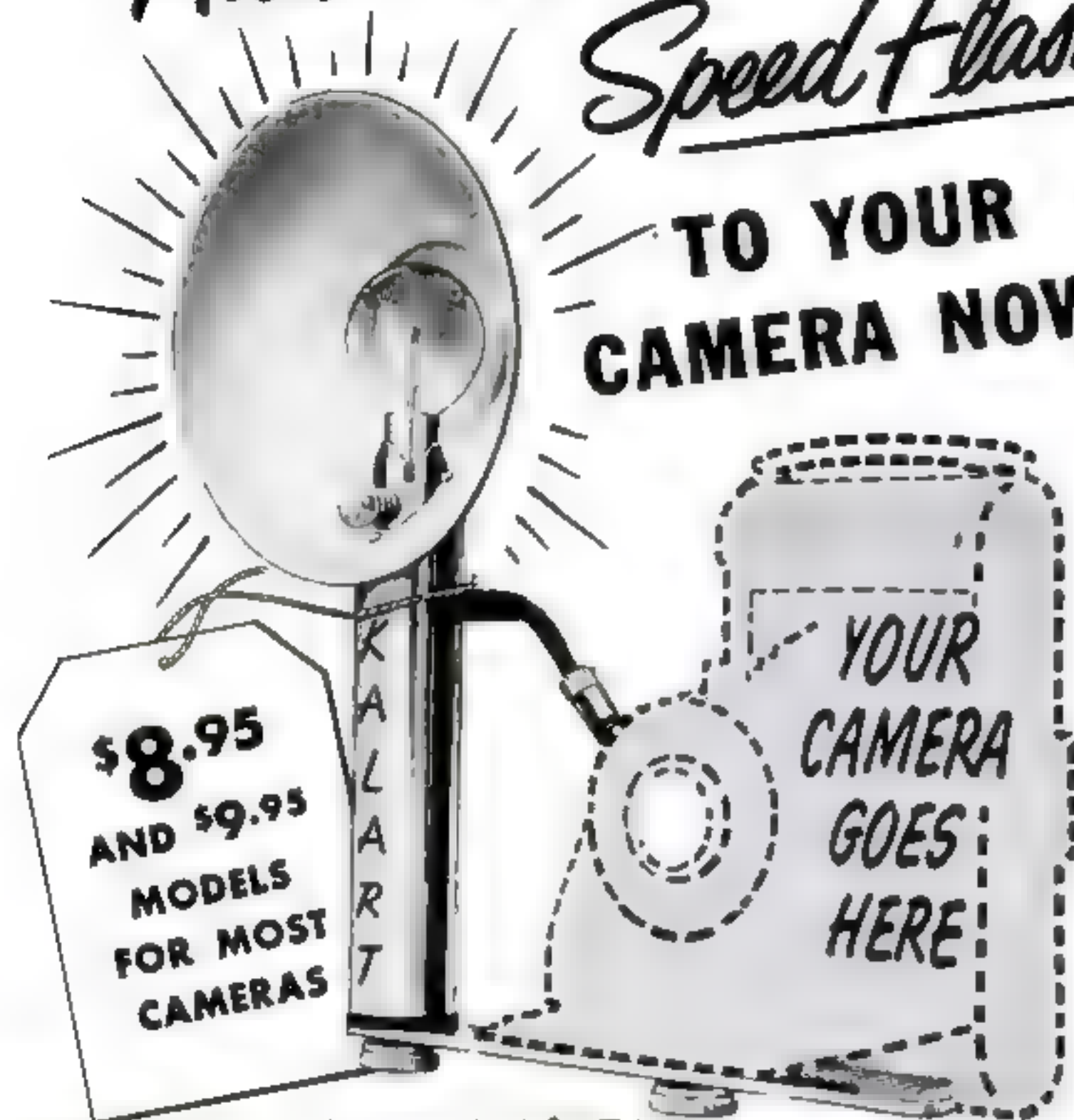
THE HOOVER COMPANY, North Canton, Ohio

You'll be happier with a   
**HOOVER**



# Add a **KALART** Speed Flash

**TO YOUR CAMERA NOW!**



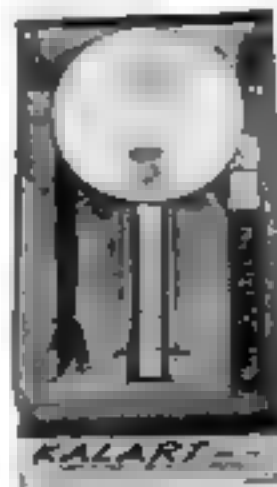
**Take snapshots that capture the joy of Christmas**

Christmas comes but once a year! Don't miss this wonderful opportunity to capture forever your family's gayest, happiest moments. It's easy to take snapshots indoors—night or day—when you add a Kalart Speed Flash to your camera. No need to ask the children to hold still. The flash of the lamp is so quick it stops most motion. In addition, a Kalart Speed Flash gives you plenty of light, right at your finger tips. Click the shutter and your Kalart automatically lights the flash lamp at just the right moment to give you a clear, brilliant picture. For sure-fire results, get a genuine Kalart. A model for almost every camera—old or new. A Kalart is dependable and trouble-

free—made by the world's largest manufacturers of Speed Flash Synchronizers and Synchronized Range Finders. At leading camera, drug and department stores.

## IDEAL GIFT FOR THE CAMERA FAN

A Kalart Speed Flash is sure to make a hit. Easy to attach and use. Beautifully boxed. Comes complete with rubber-cushioned attaching bracket, detachable connecting cord, batteries. Models for most cameras. \$8.95 to \$24.60.



## LIFE'S REPORTS CONTINUED

"You know," she adds slowly, "I have a lawyer who studied in San Francisco. . . ."

Most evenings Selma's Yank friends come to call. At first Kamil did not approve of this, but he soon found the Yanks were good listeners and always gave him American cigarettes. These cigarettes didn't hurt Kamil's position at all when he presented a few to his boss in the morning.

But if no Yanks happen to call, Kamil and Cahid listen to the radio. They listen first to the Voice of America, then to BCC, and then to the Moscow broadcasts. Then they turn the radio off and engage in a political discussion. But their political disagreements are few. Both are grateful to the U.S. for the help Turkey has received, especially because, unlike their former big allies, America asks so little of Turkey. They are extremely proud, and rightly so. They feel that it makes their country the outstanding example of how the plan of the good "Bay Marshall" can answer Russian charges of U.S. imperialism. And they are all the more proud of this because it is being accomplished right in Russia's back yard.

Late at night, when the family has gone to bed, you can hear the big B-29s roaring overhead. Fayze likes to let them lull her to sleep; this noise, that once meant danger, now means security. Sometimes, though, when Kamil stays up a while to muse over his glass of *raki*, he realizes that even American-style democracy is not absolutely perfect. One of those nights he said to me: "Now our household is as tumultuous as a session of the new democratic National Assembly. Everyone has something 'up to date' that must be done. We must eat some new food combinations. We must get the newspaper that has the daily adventures of *Kucuk Abner* ('Li'l Abner'). We must get a refrigerator, put a modern addition on the house. And it is just as if I were the new president, too. Nobody listens to my opinion any more."



**WARY MAID** still approaches the refrigerator gingerly. Nurumans will be paying for it for six years.

# How to get out of a rut



For variety's sake, there's nothing—nothing—like Sunsweet Prune Juice. What flavor! What goodness! What a way to start the day!

**and into the GROOVE!**



Sunsweet and regularity go hand in hand. Unlike other prune juices, Sunsweet never varies in laxative strength. An exclusive Duffy-Mott process keeps every glassful the same.

**ONLY SUNSWEET HAS UNIFORM LAXATIVITY**

## Sunsweet PRUNE JUICE

As prepared and distributed by the makers of  
MOTT'S APPLE JUICE  
MOTT'S APPLE SAUCE  
MOTT'S SWEET CIDER  
MOTT'S JELLIES  
MOTT'S VINEGARS



**FREE** Illustrated booklet "How to Take Speed Flash Pictures of Baby." Just send name and address on post card to Kalart, Department LM-2, Plainville, Connecticut





"Bond Street" Perfume . . . \$2.75 to \$15



Lotus Perfume . . . \$3 to \$17.50



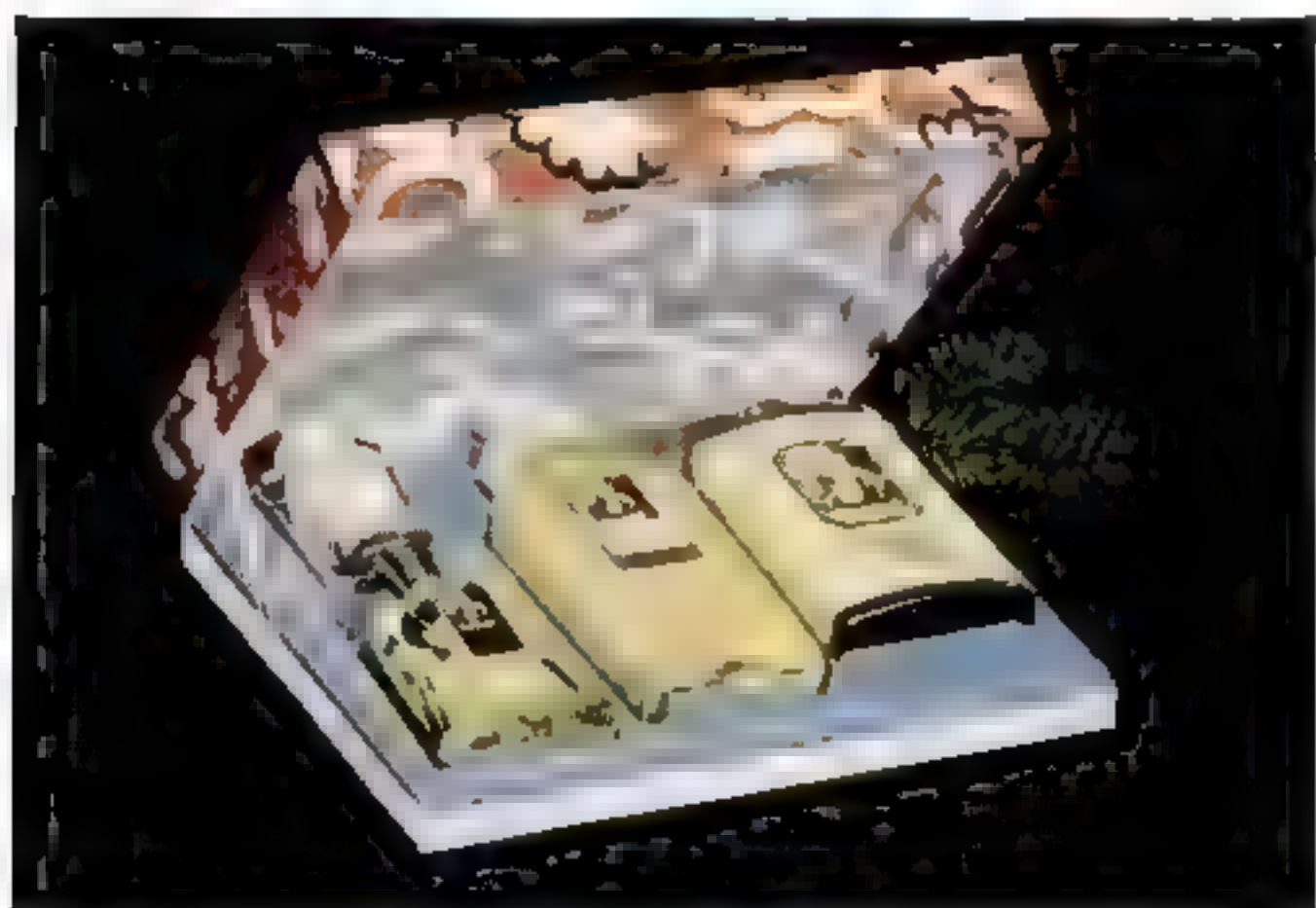
Lotus—Dusting Powder and Cologne. \$3.75. Another set at \$8.50



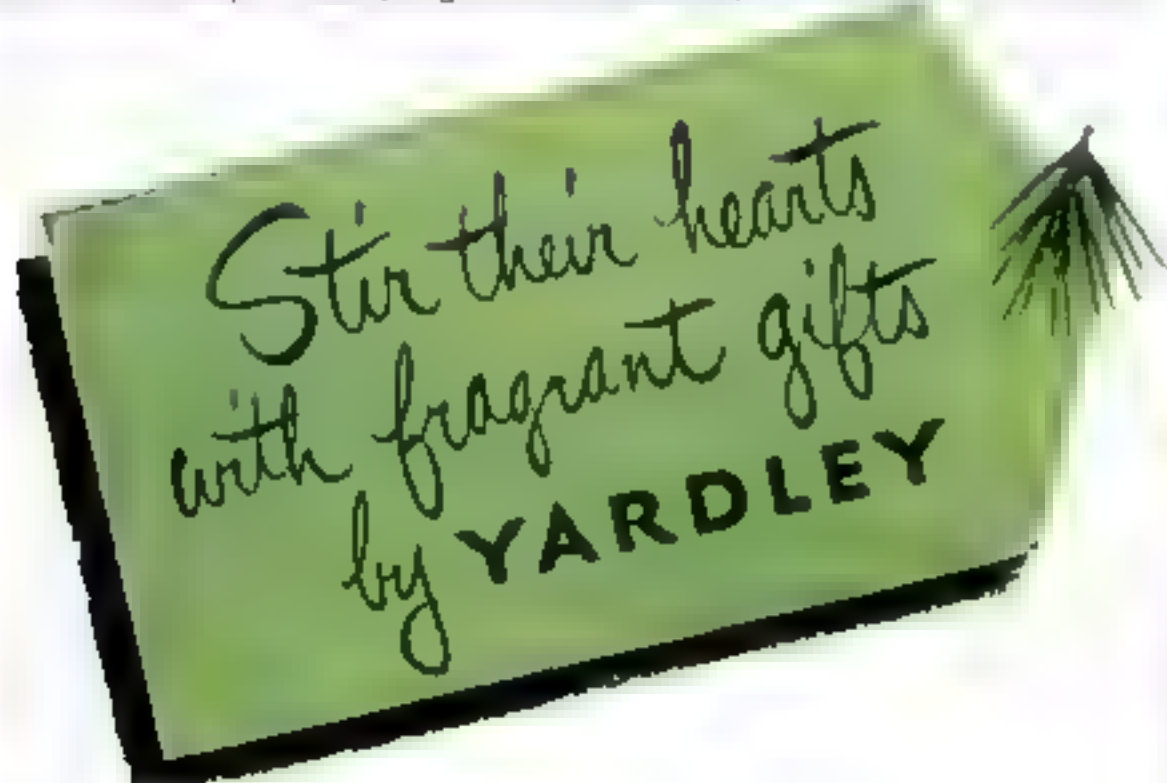
Gentlemen's Preference—Shaving Bowl, After Shave Lotion, Invisible Talc. \$3.50. Others \$2.25 to \$15



"Bond Street"—Dusting Powder, Sachet, Perfume, Toilet Water. \$8.25. Others \$3.75 to \$12.50



Lavender—Bath Salts, Lavender, large Talc and Sachet. \$5.50. Others \$3.50 to \$22.50



Stocking Fillers:  
Men's Invisible Talc . . . \$1.10  
Compressed Lavender Blossoms . . . \$1.50  
Yardley Hand Cream . . . 65c and \$1

English Lavender . . . \$1 to \$5.75  
All prices plus tax





**BABY BEN ALARM**—Quiet tick; alarm adjusts to loud or soft. **BIG BEN LOUD ALARM**—A tick you can hear; intermittent "fire alarm" call. Both clocks come in plain and luminous dial.



**TRAVELARM**—You can take it with you. Closes up like a clam for traveling. Flip it open, it's on duty and on time! Luminous dial. Ivory or brown finish, gold color metal trim.



**GREENWICH ELECTRIC ALARM**—A handsome new Westclox with a rich mahogany-finish wood case; pleasant tone bell alarm. Gold color metal trim. Comes in plain and luminous dial.



**MOONBEAM ELECTRIC ALARM**—A different gift! This Westclox exclusive offers most modern way to wake up. "First he blinks... then he rings." Comes in plain and luminous dial.



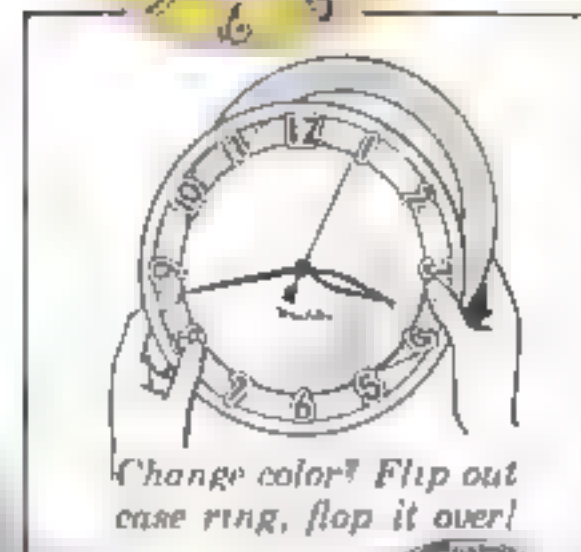
**WRIST BEN (Top left)**—New, smart, rugged. Chrome finish case, stainless steel curved back. Plain and luminous dial.

**LANCE (Center, left)**—Westclox finest! 10 carat rolled gold plate front case, stainless steel back, curved to fit the wrist.

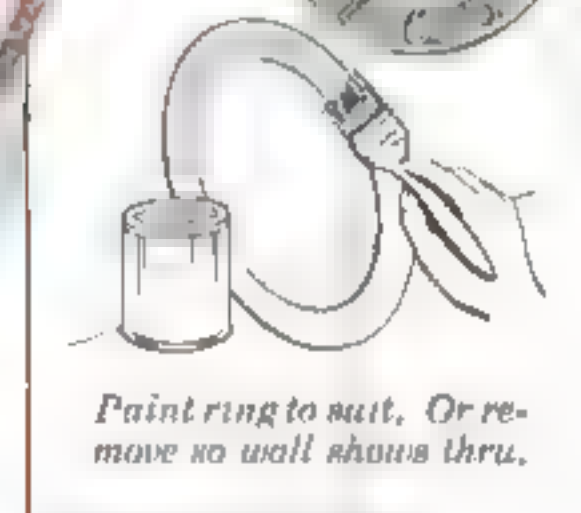
**POCKET BEN (Lower left)**—Thin, handsome, reliable, sturdy. A he-man watch! Comes in plain and luminous dial.

# WESTCLOX

adds the most brilliant, most versatile wall clock ever designed



Change color? Flip out case ring, flop it over!



Paint ring to suit. Or remove so wall shows thru.

## MELODY ELECTRIC WALL CLOCK

Here, at last, is a brilliant new note in wall clocks! Almost universal in charm, smartly-styled Melody is adaptable to any room. Available in a variety of colors, it blends and harmonizes easily with your color scheme. Or change its color, chameleon-like, to suit your moods. Any way you look at it, Melody gives you something to sing about!

# WESTCLOX\*

MADE BY THE MAKERS OF BIG BEN®  
Products of GENERAL TIME Corporation







## PLAY SANTA...IN STYLE...

with a sledful of gifts by Prince Gardner. Woman's Zippered Registrar in Red Pine Morocco Goatskin, \$5; Man's Registrar in Cordovan Calf Finish Cowhide, \$5; matching Key Guard, \$2.50; Woman's Registrar in Frosty Pine California Saddle Leather, \$5.50. Many other styles and leathers - at all good stores.

All prices plus tax

# Prince Gardner



fine  
leather  
accessories

St. Louis 10 Mo.





## Flavor flattery for FRUIT

Holiday Fruit Cocktail Salad with cream cheese and merry-making RITZ CRACKERS . . . what a cheering set-up! Gifted beyond all others, these crackers are *crisp* as Christmas wrappings, tangy-fresh in flavor. Their *extra zest* makes other foods taste *extra-best* . . . glorifies every salad, soup, cheese and fruit. Get RITZ CRACKERS today—pleasant surprise with whatever you serve!

*"Nothing tastes as good  
as Ritz—but RITZ!"*





# LETTERS TO THE EDITORS

## SNOBS

Sirs:

"Snobs" by Russell Lynes (LIFE, Nov. 20) is the most intelligent definition of humanity to date. . . . Delightful, enlightening and often humiliating, this should become a textbook in social education.

JOHN P. FRANKS

Piqua, Ohio

Sirs:

. . . The Rolls-Royce Snob to which Lynes refers is one of the more harmless of the many subvariants of the Car Snob. Stanley Steamer owners look down with immense disdain upon "gas" cars and constantly brag, "My 1909 Stanley trimmed a brand new Oldsmobile at a stoplight last Saturday." Still more exalted, in their own minds, are Mercer owners. The "L head" Mercer owners are bad enough, but with "T head" Mercer owners (the earlier type, 1910-1914), there is no living.

Personally I am a 50-hp, chain-drive Simplex Snob.

D. CAMERON PECK  
President

Antique Automobile Club of America  
Chicago, Ill.

Sirs:

Into what category does Russell Lynes fit the snob who reads LIFE to find errors, no matter how small?

Mrs. H. W. DEFREE

Milwaukee, Wis.

• The Gimlet Eye or "nothing-ever-escapes-me" Snob.—ED.

Sirs:

. . . Then there is the snob who enobishly writes in to LIFE to take issue with that greatest of snobs who "thinks he can define a snob"—but the greatest of all snobs is the silent type who would not think of writing but will turn to the next subject. .

JOHN J. OLSEN

Chicago, Ill.

## LIPIZZAN'S LEAP

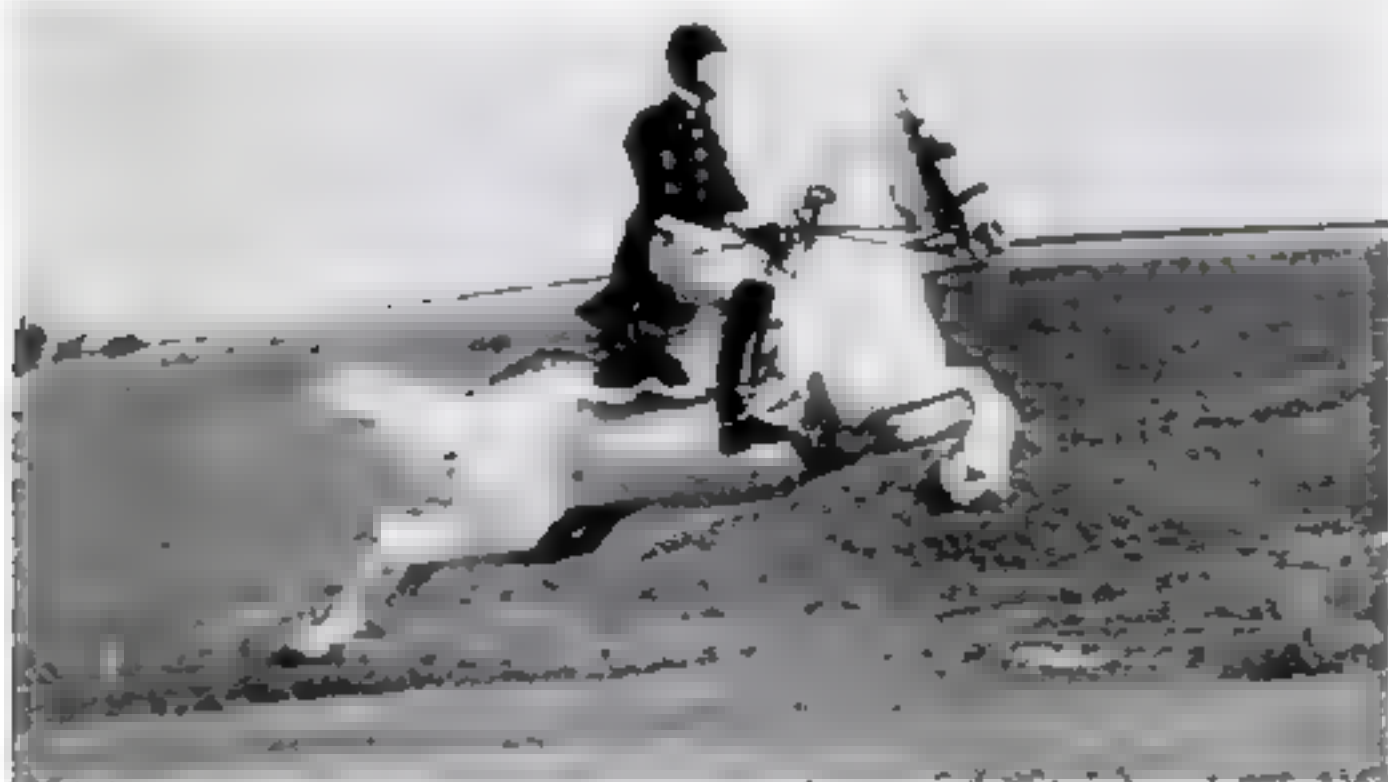
Sirs:

You describe the feat being performed by the Lipizzan stallion (Picture of the Week, LIFE, Nov. 20) as the ballotade. I think you are mistaken. It is a capriole. . . .

GORDON JOST

Harrisburg, Pa.

• The horse in LIFE's picture was performing a ballotade. To do a capriole he would have had to kick out his legs from the ballotade into the position shown below.—ED.



## COLOMBIAN NAZIS

Sirs:

It was with the greatest surprise that I saw a series of photographs intended to demonstrate the existence of Nazi tendencies in Colombia (LIFE, Nov. 20). . . . The Colombian government is against all totalitarian regimes, be it rightist such as Nazism, or leftist as Communism. . . . That is why, in the present struggle, my government has not hesitated to place at the service of the U.N. a frigate of the Colombian navy and one thousand men of its regular army. . . .

MISAEEL PASTRANA-BORRERO  
Minister Counselor

Colombian Embassy  
Washington, D.C.

## SIEGEL'S COLOR PHOTOGRAPHS

Sirs:

I want to tell you how much I enjoyed the handsome color work of Arthur Siegel ("Modern Art by a Photographer," LIFE, Nov. 20). It is refreshing to see color photography used in such an imaginative and creative way.

I also want to tell you of my appreciation for the story of the Nile by Eliot Elisofon. This is a brilliant example of the use of the camera.

BEAUMONT NEWHALL  
Curator

George Eastman House  
Museum of Photography  
Rochester, N.Y.

Sirs:

Are Siegel's pictures for sale? It would give us great pleasure to have a photograph like "Building in Winona, Minn."

CORINNE WILLING

Forest Hills, N.Y.

• Mr. Siegel hopes soon to sell color prints for about \$30. His address is 2025 N. Mohawk St., Chicago 14, Ill.—ED.

## PHEASANT HUNT

Sirs:

Wearily after a day's pheasant hunting (I earned my limit of three birds) I read "M. Aurrol's Hunt" (LIFE, Nov. 20), where 488 pheasants were bagged in 3¼ hours.

This so-called hunt must have been strenuous for the marksmen since it is evident the onslaught of birds would necessitate rapid fire in self-defense.

Who considers Duff Cooper to be "wasting alertly"? I'll wager an Iowa pheasant would be a light year away before being zeroed in by Mr. Cooper.

NORMAN F. JONES

Manchester, Iowa

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# Two delightfully different GIFTS!



Model 316



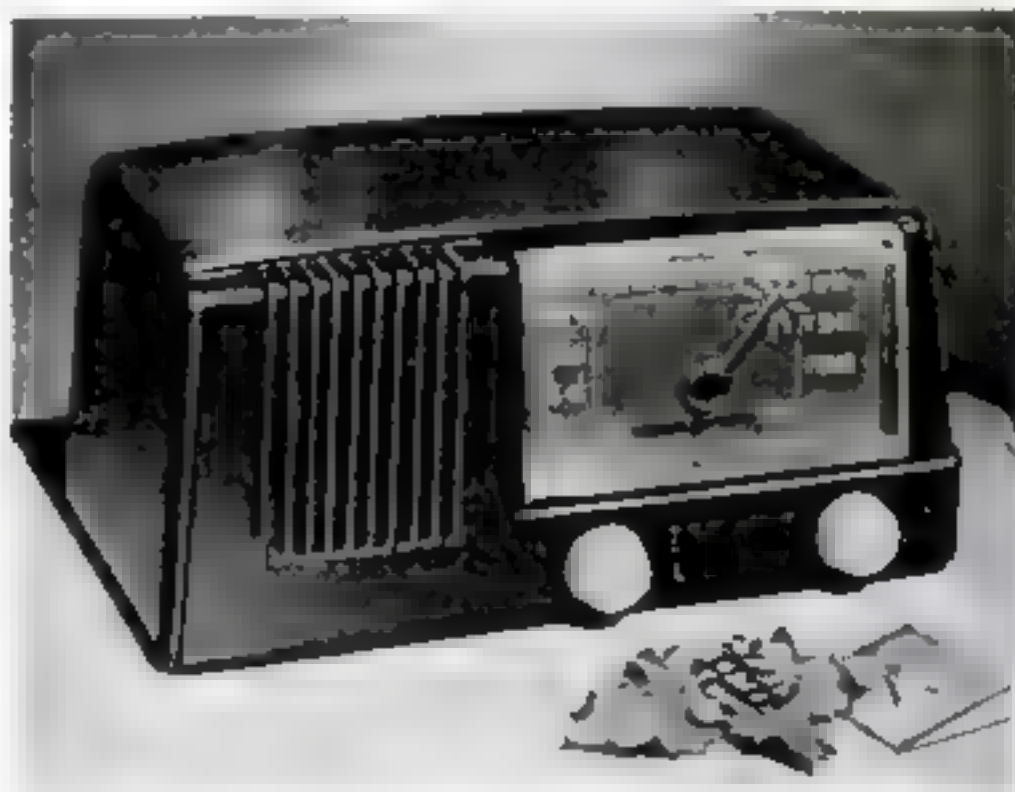
## CLOCK-RADIO

The World's Most Useful Radio!



What a wonderful idea for Christmas! Wakes you to sweet music, automatically—starts your coffeemaker, or turns on one of many other electric appliances. Turns itself off after you go to sleep! Outsell all other makes combined! Your choice of alabaster ivory, Congo brown, Persian red, or porcelain white—ONE LOW PRICE! **\$34.95\***

General Electric Co., Syracuse, N. Y.



Model 400



## Dial Beam RADIO



Spotlights each station as you dial!

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## LETTERS TO THE EDITORS

CONTINUED

### MAUGHAM

Sirs:

I wonder if the figure with the spotted flycatcher nest on his head which you published last summer ("Home on a Head," LIFE, June 26) was also waiting for a taxi, like Mr. Maugham ("A Day with Somerset Maugham," LIFE, Nov. 20).

BURTON G. MENDELSON  
Chicago, Ill.



### KRAMER

Sirs:

LIFE should re-examine its sources in connection with the comments on Stanley Kramer (Movie of the Week, LIFE, Nov. 20).

I presume that I am the man who "lit a cigar" and listened to Kramer's version of *Champion* for one hour. After which, "visibly impressed," I put up \$300,000. In the first place I never smoke cigars. Second, as former head of a chain of department stores, I developed business principles which would

CONTINUED ON PAGE 11

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good grooming  
and healthier  
handsomer hair

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"NEVER A DULL MOMENT"



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DESTROYING\* JERIS HAS  
THIS FRESH, CLEAN-SCENTED  
MASCULINE FRAGRANCE

Only JERIS brings you: 1. Greaseless good grooming. 2. Healthier, handsomer hair. 3. Scalp-stimulation: Daily JERIS massage helps promote healthy hair growth, relieves dry scalp, excessive falling hair. 4. Destroys dandruff germs\* on contact. 5. Exclusive masculine fragrance: Daily use leaves hair clean-scented. Get JERIS today at drug counters—professional applications at barber shops everywhere. JERIS Hair Tonic won't discolor coat collars, can't soil shirts, stain hats or upholstery.

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HAIR TONIC

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for pleasure...*

**AMERICANS JUST  
NATURALLY  
LOVE TO FLY!**

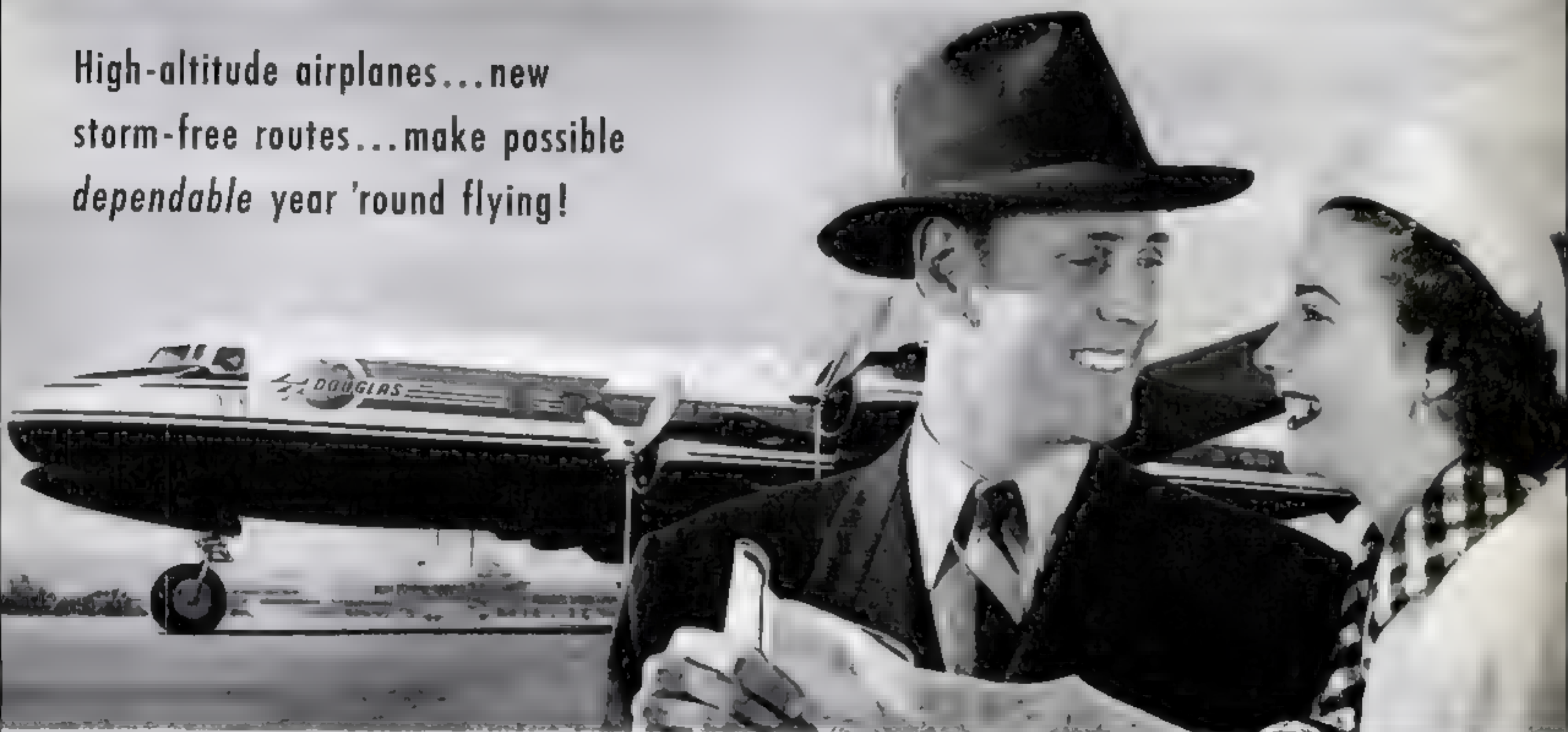


"BUSINESS takes me over a good part of the U.S.A. every year," says Mr. S. Leonard Tilley of New York City. "I always go by air. It saves so much time between appointments and gives me more time to enjoy my friends at home. Flying saves the firm plenty of money, too."



MILE-HIGH FUN is enjoyed by Mrs. Edmund P. Lunken of Cincinnati, Ohio, shown here skiing in the Rockies near Aspen, Colorado. "Flying really stretches out vacation days," says Mrs. Lunken, "and a trip by air on a huge four-engine DC-6 transport is a thrill in itself."

High-altitude airplanes...new  
storm-free routes...make possible  
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**MORE PEOPLE FLY MORE PLACES BY DOUGLAS**

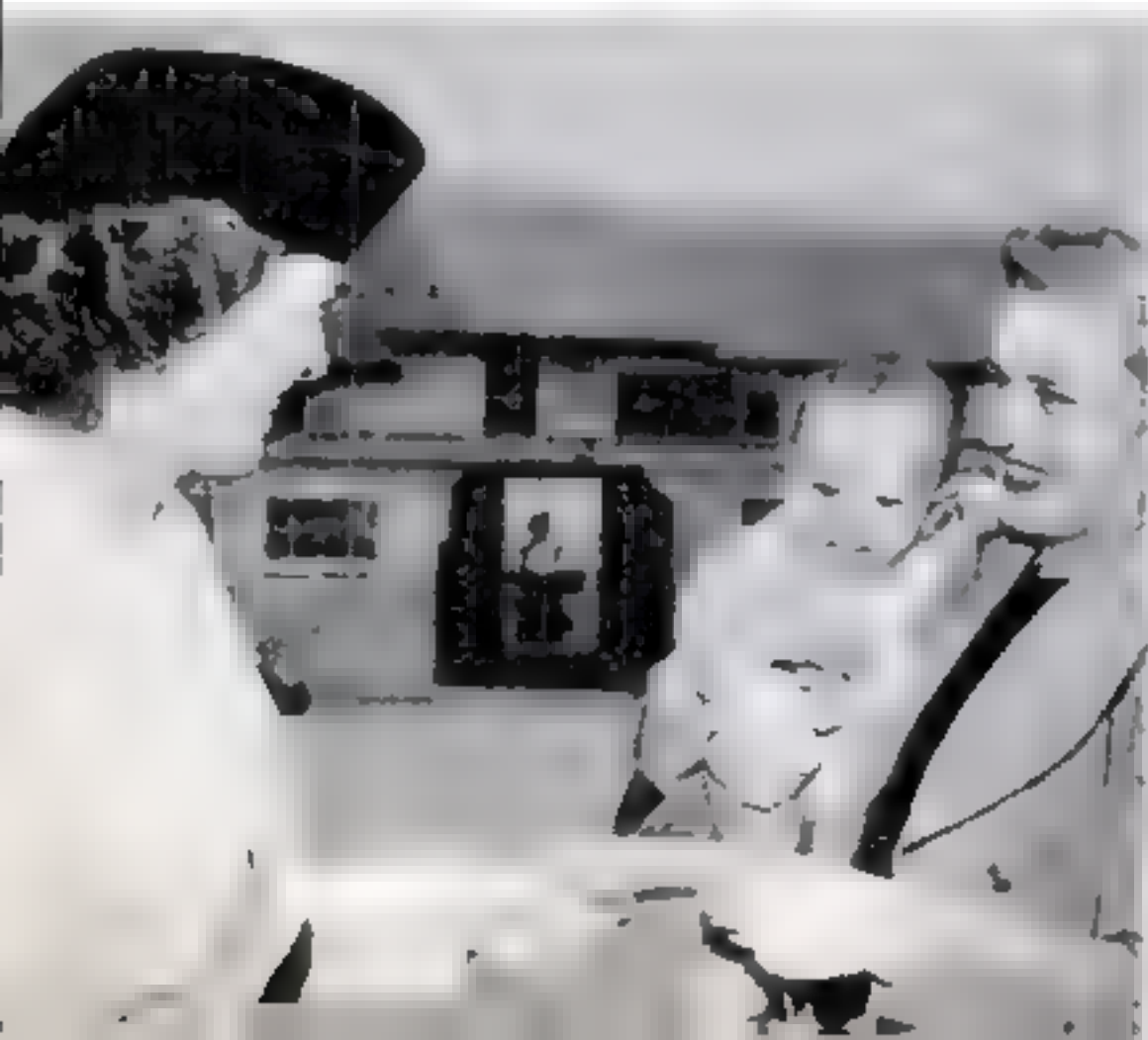


FIRST PLANE TRIP of four-month-old Thomas Franklin Duke was a flight from his home in Atlanta, Georgia, to visit his father stationed in Seattle. "Traveling by air with children is so convenient," says his mother, Mrs. George F. Duke. "It's so clean, comfortable, too."

"FLYING between home and college saves both time and money," says Ann Clark, Colorado College student from Oshkosh, Wisconsin. Shown here visiting the famed Broadmoor Hotel at Colorado Springs, Ann adds, "I enjoy the comfort, convenience of traveling by plane."

**30<sup>th</sup> ANNIVERSARY YEAR**

More and more people are now flying to winter vacation resorts. It's only a few hours by swift, comfortable air transports to sunny southland beaches or snow playgrounds. Business travelers, too, are using the airplane increasingly to save valuable time and money. They have found that new operations techniques... and the new high-altitude air transports... make possible *dependable*, on-schedule flights at all seasons of the year. When you figure there are no tips, no extras, no expensive meals en route—you'll see why flying costs so little. Next time—save time and money—go by air!





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## LETTERS TO THE EDITORS

CONTINUED

make it most unlikely for me to invest \$300,000 in the story-telling ability of a young man whom I'd just met. Now, semiretired, I'd like to reassure my former associates that I have not yet reached that stage of mental disintegration. . . . My son, Robert Stillman, who has been associated with motion pictures for some 20 years, telephoned me at Miami Beach stating that he'd met a young producer who had some refreshing ideas, and that they had been discussing a partnership. I invited Stanley Kramer and my son to come to Miami Beach, where they related the story of *Champion*. Impressed, I loaned the money to the partnership.

I never received 50% of the stock in the company. The loan was repaid in record time.

After *Champion* and *Home of the Brave*, Bob terminated his affiliation with Kramer and formed his own company.

JOHN STILLMAN

Los Angeles, Calif.

● Says Kramer: "The financial arrangement included 50% of stock and an associate producership to Robert Stillman. It is quite possible that I mistook Mr. Stillman's cigaret for a cigar."—ED.

### FREDERIKA

Sirs:

You say Frederika of Greece ("The Queen Who Made Good," *LIFE*, Nov. 20) was "a girl who never dreamed of becoming a queen." It was not so improbable after all, her grandfather having been Kaiser Wilhelm II and her mother the Kaiser's only daughter, Victoria Louise.

MRS. WERNER EYSING

Rego Park, N.Y.

● Frederika's frankness in *LIFE*'s article has touched off a diplomatic incident. Because of the anecdote she told about her first encounter with Egypt's King Farouk, the Egyptian ambassador to Greece has been called home.—ED.

### OMELET

Sirs:

I think Joe Masi ("The Omelets," *LIFE* Nov. 20) is the cutest omelet I ever saw.

HELEN LUCAS

Pittsburg, Calif.

Please send



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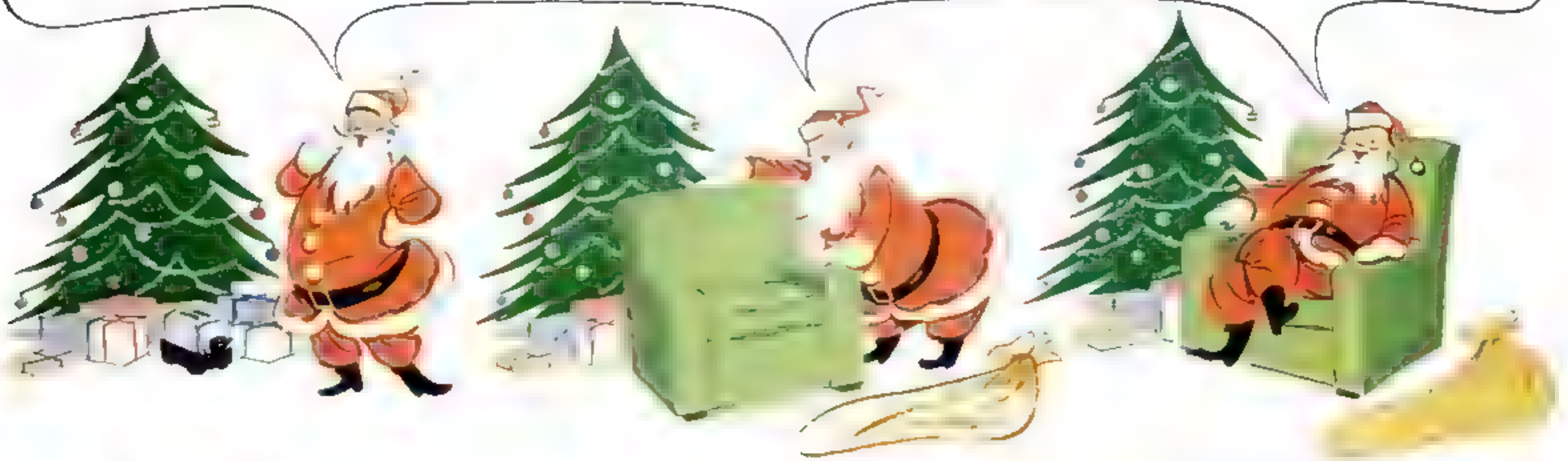
SAY Merry Christmas to every pipe smoker on your Xmas shopping list—or to any man who likes to roll his own cigarettes—with a big, full, one-pound tin of Prince Albert!

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Graces your table at breakfast or buffet



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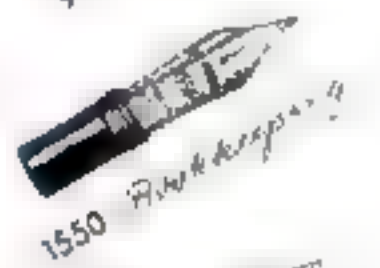
This year it will be easier to make it a thoughtful Christmas if you give the fountain pen with the point that writes their way. From the world's largest selection of point styles, choose points made for their writing styles, for their writing jobs. Points are instantly replaceable in case of damage. Let your gift say, "Here's a Merry Christmas—with the right point for the way you write."

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**'SPECIAL MAN'**

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Decide now on a smart Brentwood  
for each man on your  
Christmas list... then fill in  
their names on the Gift Selector  
coupon. Your favorite Brentwood  
dealer will do the rest. Get  
every gift you need for every  
male in your life... at one  
time... at one store.



(H)

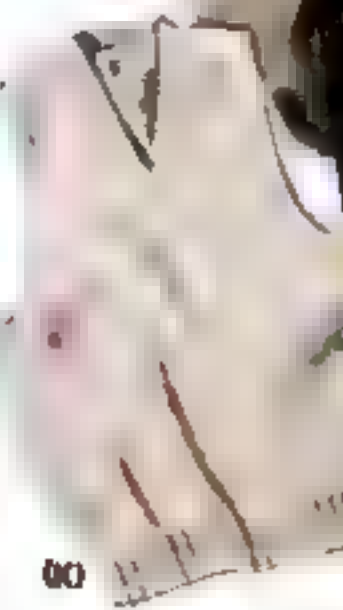
and for  
any other  
Men in your  
Life



(I)



(J)



(K)

FILL IN THE NAMES  
OF THE MEN IN YOUR LIFE  
AND TAKE THIS LIST WITH YOU  
WHEN YOU SHOP

FOR \_\_\_\_\_

(A) GILBERT—Smart water repellent  
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FOR \_\_\_\_\_

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Saddle stitched collar and pocket  
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FOR \_\_\_\_\_

(C) OWEN—Pure worsted coat  
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stitch. Jacket collar and pockets.  
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FOR \_\_\_\_\_

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every man likes. Fine, crease resist-  
ant gabardine with inserts of color-  
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FOR \_\_\_\_\_

(E) SPENCER—Pure worsted sweater  
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stitch. Also available with open cuffs,  
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FOR \_\_\_\_\_

(F) CLAYTON—Jacquard crew neck  
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FOR \_\_\_\_\_

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Not on Figures

SWEATERS OF VIRGIN WOOL

(H) Coat Sweaters ... \$8.50 to \$13

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(J) Sleeveless Coat Sweaters, \$6 to \$9

(K) Sleeveless Pullovers ... \$4 to \$15

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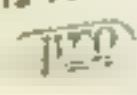
**ButterSafe**—automatically keeps your butter or margarine at exactly the spreading or creaming consistency you like best—keeps it safe from "picking up" other food flavors.

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gives you the  
**SHELVADOR**  
Designed from the Woman's Angle



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### LIFE'S COVER

To see the acting team of *Bell, Book and Candle* (pp. 111-114) in modern and unregal clothes is a rarity. Rex Harrison is an old hand at playing kings (*Anna and the King of Siam*, and as Henry VIII in *Anne of the Thousand Days*); Lilli Palmer made her biggest stage hit as Egypt's queen in *Caesar and Cleopatra*. Rex and Lilli, born respectively in England (in 1908) and Germany (in 1921), were married in 1943 and have a son aged 6. Says Lilli, "Playing together is quite wonderful for a practical reason. We are tired, nervous or happy both at the same time. And our cook doesn't go off her head because, for once, we can have our meals together."

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# Here's What You Need For A Cold—To Make You Feel Better, Fast!

RIGHT TODAY, DOCTORS THE COUNTRY OVER will tell you that of all cold treatments, the simplest and one of the most effective is "aspirin and as much rest as possible."

You need this treatment because it's important to you that you get relief from the headachy, feverish feeling—and the muscular aches and pains—that almost always accompany a cold. And BAYER ASPIRIN gives you this important relief. That's why it should be taken at the first sign of a cold—before you do anything else.

Regardless of what you do to stop or shorten a cold, we believe that your own doctor will tell you that this is sound advice.



### FEEL BETTER FAST

And it's advice you can follow with complete confidence. For BAYER ASPIRIN is the medication used by millions of men and women to treat these distressing symptoms. One reason BAYER

ASPIRIN provides the amazingly fast relief you want is that it's actually ready to go to work in two seconds to make you feel better, fast.

You can see this two-second speed with your own eyes by dropping a BAYER ASPIRIN tablet in a glass of water and watching how fast it disintegrates.

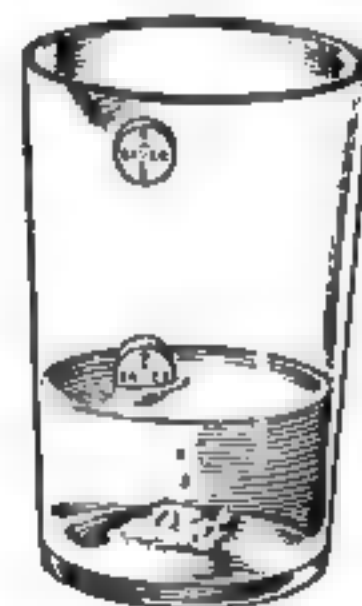


### WHAT TO DO FOR SORE THROAT

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Get BAYER ASPIRIN today. When you buy, ask for it by its full name—Bayer Aspirin—not just for "aspirin" alone.



Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine

# BAYER ASPIRIN









Vol. 29 No. 24

# LIFE

December 11, 1950

## ONCE MORE "WE GOT A HELL OF A BEATING"

In the bitter, 25-below-zero weather of North Korea last week a grim lot of U.S. troops and their U.N. allies ran into military disaster. The late General Joe Stilwell would have said about this one, as he said of Burma in 1942, "We got a hell of a beating." General Douglas MacArthur, no longer a victorious commander but a deeply harassed one, used loftier words: "This situation, repugnant as it may be, poses issues beyond the authority of the U.N.'s military command—issues which must find their solution within the councils of the U.N. and the chancelleries of the world." He meant that the Chinese Communist army's entry into the Korean war had changed everything. He called it "an entirely new war." When the Chinese exploded their first great offensive south of the Yalu River, the U.N.'s greatly outnumbered forces crumpled before the blow.

What had happened? The versions became as confused as the battle-front, but the main facts were these: On Nov. 24, after a lull of two weeks, General MacArthur launched a U.N. offensive to capture all of North Korea to China's Manchurian border. After flying to the front himself he predicted, at least in a jocular vein to subordinate officers, that "the boys . . . will be back for Christmas." At first the going was easy; then the Chinese sprang. Within a week the U.S. Eighth Army, on the north-western front, was split away from the X Corps on the northeast. The magnificent and battle-hardened U.S. 1st Marine Division was cut off with the Army's 7th. U.N. troops retreated through the recently captured North Korean capital, Pyongyang. U.S. intelligence obviously had been faulty again, and Tokyo headquarters rapidly raised its estimate of the new enemy strength from 200,000 to 500,000 Chinese.

The world's headlines started to cry "Crisis," but the world outside the U.S. was not visibly disturbed. A *LIFE* correspondent cabled from Paris, which was busy entertaining the King of Denmark and also having another French cabinet crisis: "The Korean war news hit France and most of Western Europe with all the explosive force of a wet dishrag dropped in Jell-o." But when President Truman told his weekly press conference that use of the atomic bomb had always been considered, all nations sat up and took notice. The French assembly pulled itself together to give Premier René Pleven's government a whopping vote of confidence. In Britain, where more than 100 members of Parliament rushed out to sign petitions against atomic war, Prime Minister Attlee hurriedly decided to fly to Washington for talks with Truman. Some in London thought he was carrying a plan devised by Winston Churchill, a plan to buy time from the Chinese Communists by compromise through U.N.

In the U.S. many Americans looked beyond the Chinese Reds to the ultimate enemy, Russia, and some took too much comfort in the knowledge of U.S. superiority in atomic weapons. As they looked to the war front (pp. 34-37) and saw their forces overwhelmed by the enemy, they looked also to the home front (pp. 42, 43) and, with a sinking feeling, began to see that the unpreparedness of 1941 was again a threat to free America's survival.

← MOVING INTO DANGER, U.S. TROOPS CROSS ICY STREAM ON FALLEN TIMBER





**MAJOR CARROLL COOPER**, cold and exhausted after three days and nights without sleep, led his 360-man task force on hopeless chase of Reds through Yalu

gorges. After Reds escaped into Manchuria, Cooper said disgustedly. "To fight a war in these parts, you need a squad of lawyers traveling right with the infantry."



# A SMALL TASK FORCE FIGHTS AND FREEZES ON FAR NORTH FRONT

Farthest north of all U.N. troops in Korea when MacArthur's offensive began was the U.S. 7th Division, which had reached the Yalu at Hyesanjin (*see map, p. 38*) on Nov. 21. Their job was to probe westward in near-Arctic weather after the Reds. A small task force, formed of a reinforced infantry company with some tanks, artillery and mortars in support, set out under 35-year-old Major Carroll Cooper. With the force went LIFE Photographer Hank Walker and LIFE Correspondent Roy Rowan.

"For three days," cabled Rowan, "this little task force shoved back a stubborn Communist band of 200 men who made a stand in the tiny village of Posong-ni. 'I want to get some of those bastards,' Major Cooper said tersely, 'and I don't mean dead either. If they are Chinese, I want to know how many more are ahead of us.'"

"From inside a tunnel Major Cooper grimly watched his assault platoon crawl forward across a burned-out bridge toward Posong-ni. It was deathly still in the town. Just ahead, but on the Manchurian side of a bend in the Yalu, was a farmhouse. As the first shells hit, a farmer and his wife dashed out of the house and burrowed into a nearby haystack. 'I guess,' said Major Cooper, 'the old geezer and his missus figure we've just declared war on China.'"

"We saw Major Cooper back at regimental command post that night. 'We got the town,' he said, 'but the gooks got away from us again. The road crosses over into Manchuria just a half mile past Posong-ni.'"

When the Chinese Reds arrived later in overwhelming force, Task Force Cooper became one of many outfits trying to break out of the powerful encircling pincers of the Chinese offensive.



**DIGGING IN** a few hundred yards south of Yalu River, U.S. troops use pickaxes instead of shovels to

dig foxholes in frozen ground. Holes were protection more against subzero cold than fairly quiet enemy.



**NATIVE OXEN** and sleds are used by soldiers to drag lumber to cover tops of their foxholes. No fires could be built as enemy held the surrounding mountain.



**STEAMING MACHINE GUN** of Task Force Cooper fires down the road which parallels Yalu River. Water-cooled machine guns were always in danger of freezing.





**WET SOLDIER** of Task Force Cooper who fell into creek strips off clothes in shelter before they freeze.



**TROUSERLESS**, soldier warms himself by small fire (above), gets a dry cigaret from friend (below).



## A Beating CONTINUED



**SHELLING A KOREAN VILLAGE**, Americans fire 60-mm. mortars at tower (center) which houses

enemy. Yalu winds between village and mortar-men who must fire across Chinese territory to hit target.



**THANKSGIVING TURKEY**, sent to front lines, is enjoyed by Sergeant Davis sitting on rubble pile.



**FROZEN LONG-JOHNS** are held up by Sergeant Cox of 7th Division artillery during a lull in fighting.





**FOOTPRINTS ON THE YALU** where it had frozen solid come from Manchurian side to Korea and were a warning to U.N. troops that Chinese Red agents

or combat troops on patrol were on the move. Freeze-up of river canceled out the work of U.S. Air Force and Navy bombers in destroying bridges across the Yalu.





**RED OFFENSIVE** (black arrows) by last weekend had isolated U.S. X Corps in northeast and smashed around the right flank of Eighth Army lines in west.

## SOME RETREAT, SOME ARE CUT OFF

The counteroffensive of the Chinese Communists, launched on Nov. 26, hit MacArthur's line in its center, weakly held by three South Korean divisions. Struck by at least five Chinese divisions, the center broke and a huge gap was torn in the U.N. line (map, above). The Reds, swinging down the Chongchun River, were stopped only when the British, Turks and U.S. 1st Cavalry Division came up from reserve at the critical moment. Their line bent but did not break. But with its right flank exposed, Eighth Army could only retreat and hope to form a line across the peninsula farther south. To form this line the divisions of X Corps were desperately needed but, spread through the mountains, two of them had been cut off from their supply port at Hungnam and were fighting for their lives.



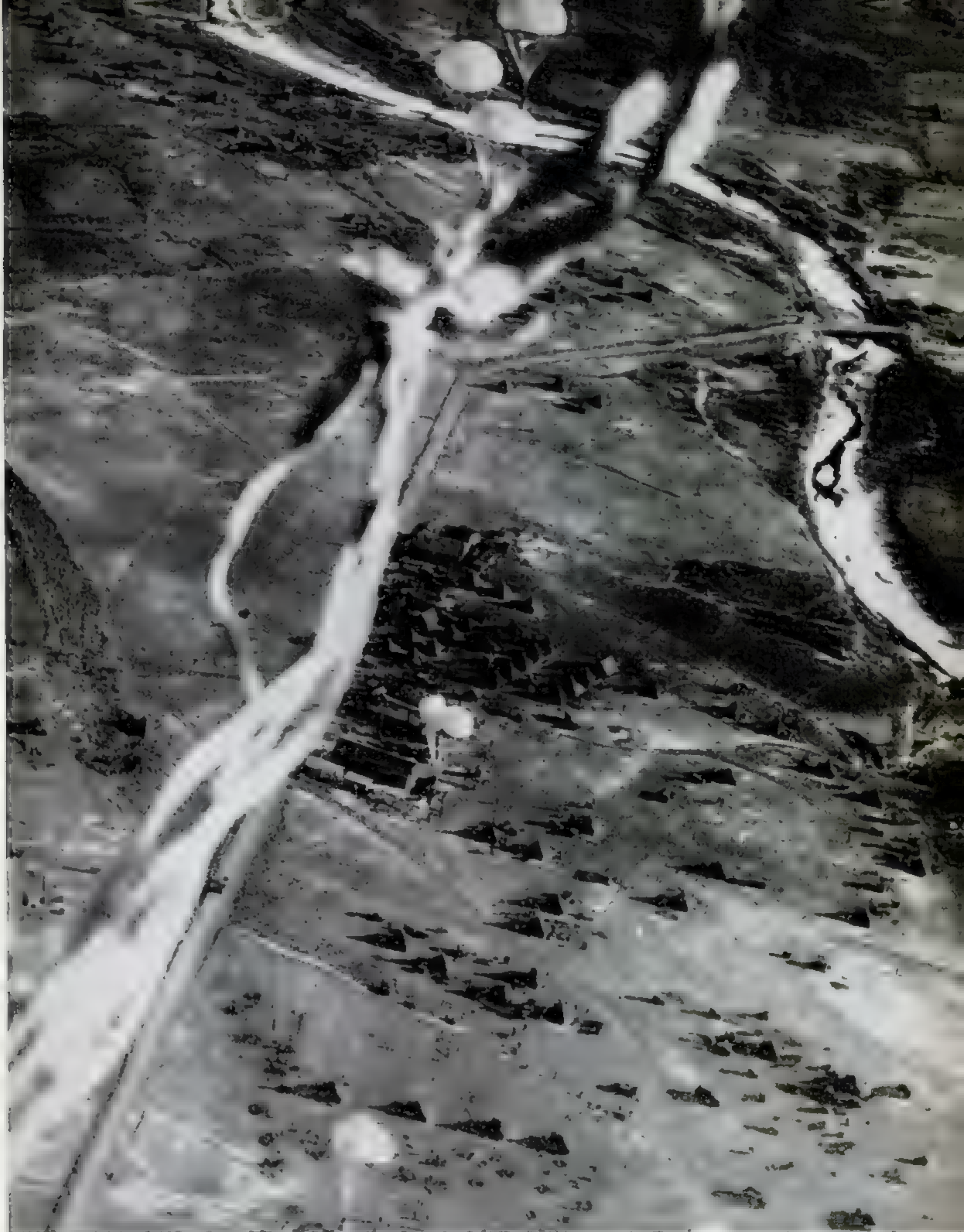
**WORRIED MACARTHUR** leaves his Tokyo headquarters as news of disaster pours in. The general termed situation critical and serious but not yet hopeless.



**RETREATING COLUMN** led by a Sherman tank halts on road south while empty Army trucks by pass it on their way north to pick up rear guards. Even

though roads were jammed with vehicles, the Eighth Army was able to move fast enough to keep from being encircled by the Chinese and pinned against the sea.





**SUPPLIES FOR TRAPPED MARINES** are dropped after U. S. forces were surrounded near Changjin Reservoir. The Marines were soon forced to abandon

their tent camps and fight their way south toward the coastal ports, suffering far heavier casualties than they took when they captured the reservoir last month.





WU SPEAKS



AUSTIN LISTENS

**ASSAULTING U.S.** in an angry speech at U.N., Wu Hsiu-chuan, 42, a Russian-trained ex-general,

dashed hopes that China was trying to effect a peace by shouting that U.S. is the aggressor in Korea and

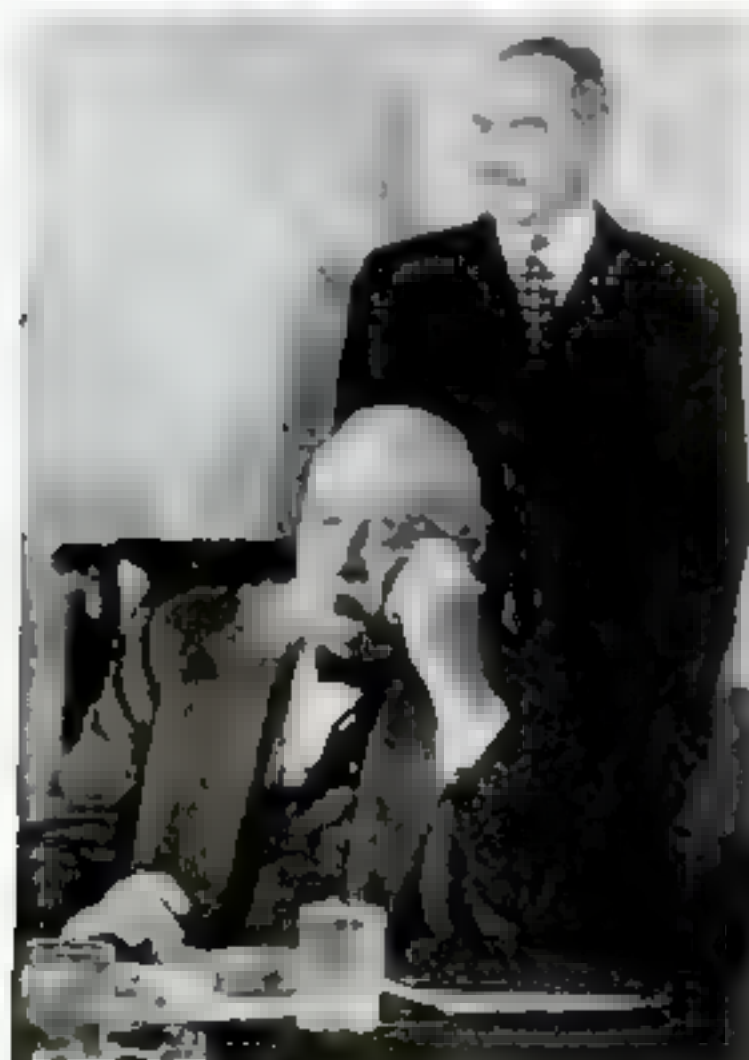
has staged a "full-scale open invasion" of Formosa intending to encircle all China and enslave all Asia.

## ANGRY WORDS, BAD NEWS

Red China defies United Nations at Lake Success and an aroused capital braces to meet the crisis

The eyes of the country, drawn in horror to Korea, shifted anxiously back to Lake Success and Washington. At the U.N. the battle for peace was in the final rounds. Wu Hsiu-chuan, Red China's spokesman, had been invited to the U.N. to present his country's fantastic charge of U.S. "aggression" against Formosa. He came to the Security Council, which still hoped that China might wish a workable solution to the crisis. But as soon as Wu spoke, the country heard its worst fears realized. Wu delivered a shrill, hard, nearly two-hour diatribe in the best Moscow tradition. It left no apparent opening for compromise or conciliation and brought no hope that China preferred peaceful settlement to outright war. With little else

### WHAT HAPPENED IN WASHINGTON



**GRIM FORECAST** was given by Acheson to Tom Connally's Senate committee.



**ADVISOR W. A. Harriman**, Army's Secretary Pace arrive at White House



**WAR CHIEFS** Robert Lovett, Vandenberg and Finletter visit President



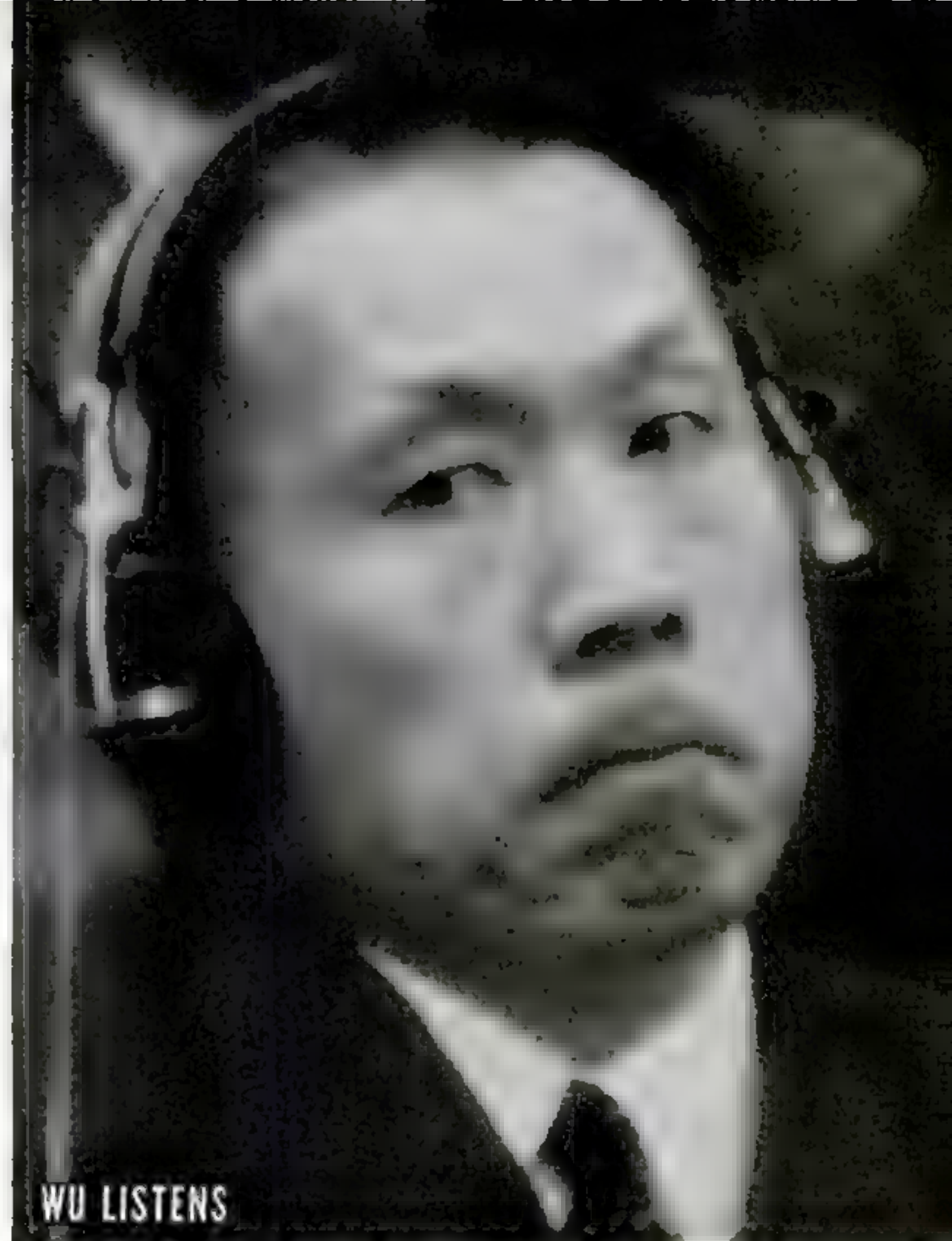
**AID TO TITO** by the U.S. is asked by State's Perkins (left)





**AUSTIN SPEAKS**

**CONFRONTING RED CHINA** with her Korean aggression, Austin recalls good U.S. record in China,



**WU LISTENS**

asks Wu 20 angry questions. Samples: How many Chinese Communist troops are in Korea? How have

"private Chinese citizens" come into possession of jet planes? Will there be war or peace in the Far East?

left to do, the council put to a vote a six-power resolution ordering China out of Korea. Russia's Malik killed it methodically—with Russia's 47th veto. Next the case would go before the vetoless General Assembly.

In Washington the lame duck Congress was just back from vacation, in a mood of politics as usual and ready for a short, easy session. The news of the Chinese breakthrough brought a swift change. What was to have been a short briefing session by Dean Acheson turned into a warning of imminent war. The President called a series of extraordinary conferences with his high brass. At one he discussed with the National Security Council the problems of mobilization, the question of sending bombers into

Manchuria and action to be taken with regard to the U.N. At another he conferred with willing leaders of both parties and sent them back to the Hill with a request for \$18 billion in new war funds. At a press conference, when asked if use of the A-bomb had been considered, he said it had—but he didn't want to use it. When the resulting bald bulletins brought querulous protests from the rest of the Western world, he explained by adding that, like any weapon, the A-bomb has naturally always been under consideration. The flurry died down when MacArthur said he had not asked to use the A-bomb anyway. A more immediate worry was the problem of accelerating America's lethargic industrial mobilization (*next page*).



**EXPLANATION** of Chinese threat is broadcast by Acheson.



**ATOM POLICY** is clarified by Truman after his first statement on bomb.



**TOUGH JOB** of price stabilizer falls to Michael DiSalle, mayor of Toledo.

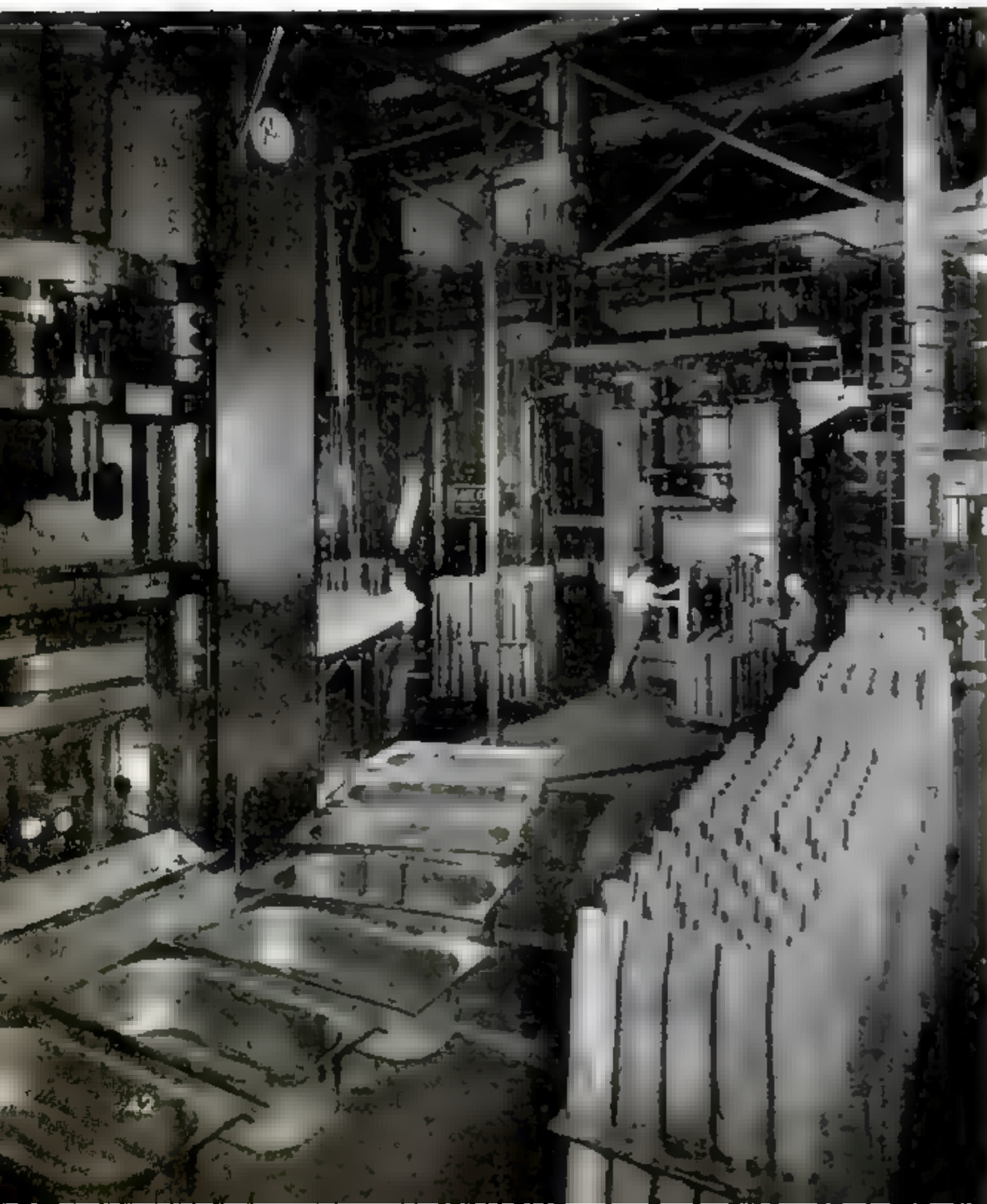


**BIG WHEELS** at big White House meeting park official cars at entrance.

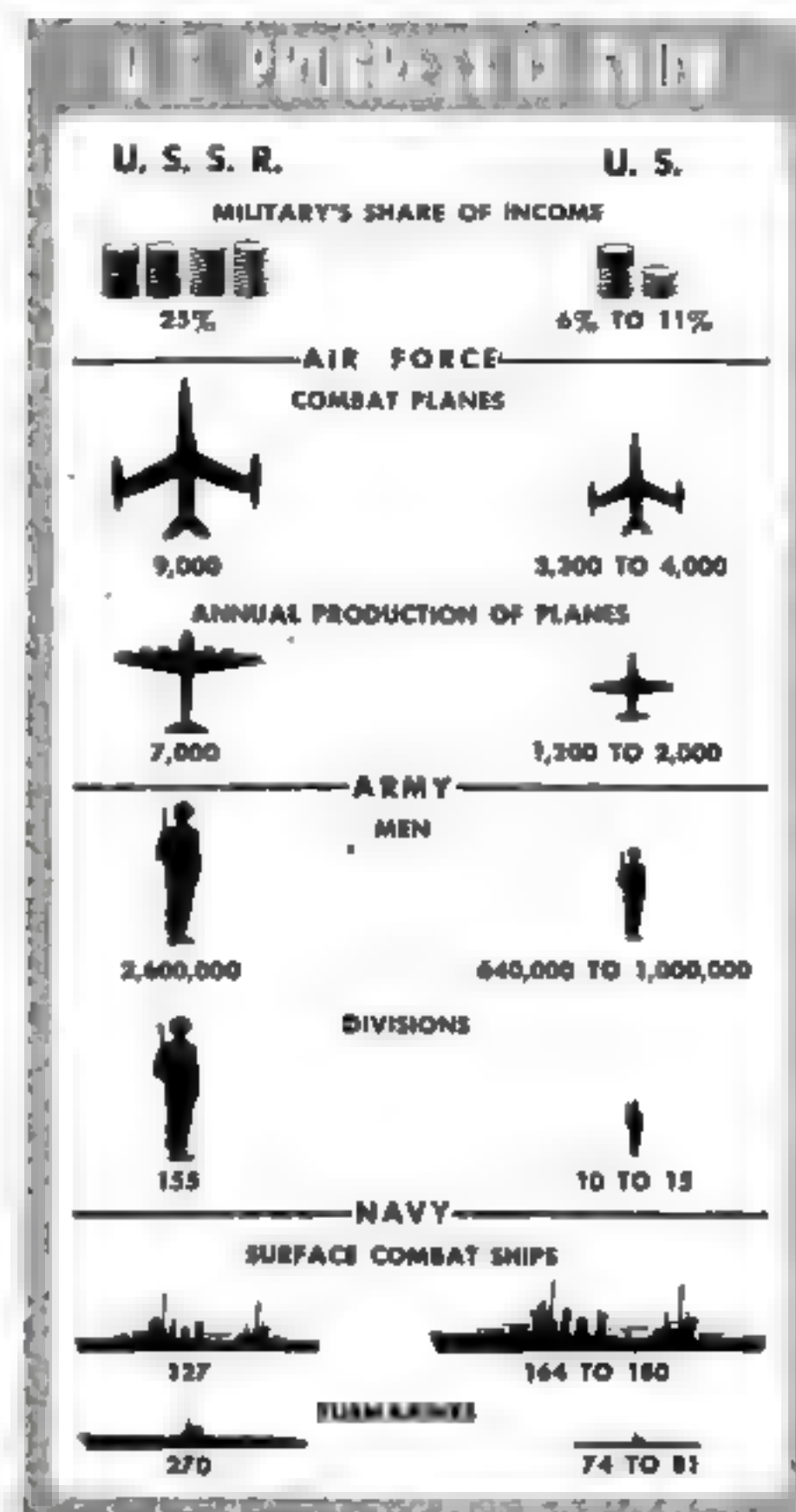




**WILLYS PLANT** in Toledo (above), veteran jeep maker, turns out about 450 jeeps a day. Up to last Monday only five of these have been for the military. Now they are producing 50 military jeeps a day. The Norris Company near Los Angeles, which was one of the first companies to win its "E" in World War II, had held few military contracts up to last July. Its output is divided between bath-tubs (left, in the picture below), shell cases (right) and some restricted war items.



## A Beating CONTINUED



**COMPARATIVE CHART** brings earlier estimates (LIFE, Feb. 27, 1950) up to date. Using best available data, it shows U.S. mobilization has long way to go.

# WHAT MOBILIZATION?

## Industry waits for orders which are few and slow

If war came, how ready was the great U.S. industrial machine? Last week the answer to this question became as critical as a life preserver when a torpedo strikes. And the answer was: the U.S. wasn't ready at all.

The nation's capacity to produce had doubled since Dec. 7, 1941 and it had a huge team of veteran production men. But only a comparatively small number of them had received explicit orders or letters of intent, because Washington's planners had not yet made up their minds what the national defense objectives should be. Although the U.S. appropriated \$30 billion for arms immediately after the outbreak of the Korean war, it had committed less than half that sum through orders. It was producing 100 million tons of steel a year (against 67 million in 1940), but virtually all was being channeled into civilian production for lack of military orders. The U.S. now had synthetic rubber, but some of the plants still were inactive; a new 1,500 Liberty ship fleet, but it was largely in moth balls; some designs for new planes and missiles but mostly on the drawing boards.

Above all this loomed the sickening fact that before weapons spew forth they must be blueprinted, factories converted, machine tools built and installed, work crews trained. Strikingly illustrating that was the Cadillac tank program (opposite page), begun last July, which may not produce its first tank before next July.

Time was not the only U.S. shortage. Manpower was short. As of last September a third of the nation's industrial areas had no labor surplus at all, and the draft had not yet begun taking deep bites. Power was short; it was estimated at year's end electric reserves would be a scant 8% instead of a safe 15%. And while the government was trying to stock-pile quantities of war-vital materials like manganese, cobalt, tin and nickel (which are obtained almost entirely from other countries), it was still permitting greater quantities of most of them to be used up by civilian production. There was no question that Congress would give Harry Truman the \$18 billion that he asked last week for additional defense. The question was whether, once provided, it would be spent quickly and efficiently enough to overtake the enemy's tremendous head start (chart, above).





**AUG. 28, 1950**

**FISHER BOMBER PLANT** in Cleveland, whose 1,673,000 square feet of work space was used for building B-29 components in World War II, was selected for fulfilling General Motors' first major war contract. Its Cadillac division, which had built tanks before in World War II, was designated last July 21 to make \$110 million worth of new light tanks. At that time Commodity Credit Corporation had 19½ million pounds of beans stored in it (*above*). Cadillac assigned a crack

production team to the job. In response to a plant hiring announcement on Aug. 21, a crowd of 8,000 besieged the plant, so eager for war jobs that military police had to restrain them. Six hundred suppliers were alerted. Presently the beans were cleared, production lay-outs planned, tools ordered. But because of the inevitable lag between planning and production, much of the floor space last week still yawned empty (*below*) for machine tools that would not be available for weeks.



**NOV. 30, 1950**





## SEPTEMBER

**REACTIVATING CAMP** in September machine at Breckinridge harvests the corn which farmers had

grown on land leased from the government. Soldiers pitched in with machetes to speed up the process.



**RESERVES** began to come in for training on Sept. 19, four days after the camp had been made ready.



**SELECTEES** now arrive at rate of over 300 a day, but camp's capacity will not be reached for months.

## NOVEMBER



**ON DRILL FIELD** selectees march to cadence, learning to form a company front. They constitute

2% of the trainees. At Breckinridge they get basic rifleman's training and then go on to a tactical unit.



**2ND DIVISION'S ARMAMENT** includes more than 2,000 radios, 4,000 vehicles and 20,000 weapons. Above are samples along with division commander, Maj. Gen. R. A. Robinson. On V left to right are a 3.5 bazooka, flame thrower, Browning automatic rifle, two M-1 rifles (one with grenade launcher), a carbine with grenade launcher, .45 pistol, field clothing, light and heavy machine guns, .50-cal. machine gun, 75-mm recoilless rifle. Off edge of V are rolls of wire, telephones, radios. In front of general is

## MANPOWER IS LOW

The same bleak situation that exists in industrial mobilization also pervades military mobilization. In its current plan the U.S. will have produced by June 1951 only a handful of troops compared to those of China and Russia. It has not yet called up enough men and officers to fill its existing training centers. Camp Breckinridge (left) in Kentucky was reactivated in mid-September when the Army was permitted to accelerate slightly its mobilization program. Since then only 6,334 trainees have straggled into Breckinridge although the camp has the facilities to handle 22,000.

What makes the situation worse is the formidable length of time it takes to train and organize the manpower into divisions. The division is a sprawling complex of men and machinery, manned by from 18,000 to 20,000 troops,



**MAPS AND MANUALS** in 2nd Marine G-3 office show the immense detail of paper work and planning.





60-mm mortar, behind him 81 mm mortar flanked by mortar carts in front of switchboards. Next row: 90-mm AA gun, radio jeep, 50-cal AA gun, jeep, rocket launcher. Next row: bulldozer, spotting plane, 155-mm howitzer, airbuance. Next to last row, armored amtrac, troop-carrying amtracs, Pershing tank, Sherman tank, tank recoverer, crane, 105-mm howitzer, shower, trailer generator. Last row: four 6x6 cargo and fuel trucks, a radio van, surgical trailer, two trucks, floodlight trailer, shoe-repair trailer.

## TRAINING IS LONG

with a vast array of equipment ranging from shoelaces and sewing kits to thousands of weapons of all kinds and calibers. Even for a compact, efficient organization like the U.S. Marine Corps, the problem of molding these elements into a mobile fighting force is a tremendous job. At Camp Lejeune, N.C., the 2nd Marine Division is now in training. Staffed by regular officers, it has a high proportion of reserves, most of them World War II veterans. Its recruits have had a preliminary but notoriously effective eight-week workout at boot camp in Parris Island, S.C. More, the division has stepped up its training program to an emergency status. But, even under these conditions, the time necessary to ready the 2nd stands at a minimum of five months from the day that the last battalion of recruits was marched into the camp.



**RAPID READING** is learned by supply officers who must plow through reams of written material.



**DISGUSTED SERGEANT BAWLS OUT RECRUIT WHO HAS MADE INCORRECT FALL IN GRASS**



# THE PROSPECT IS WAR

## THE FINAL INITIATIVE IS LEFT TO OUR REAL ENEMY, BUT IN ASIA WE STILL HOLD SOME TRUMPS

The news is of disaster. World War III moves ever closer. War with the armies of Communist China is a fact. Our forces in Korea are caught in a cruel trap. Our leaders at home are frightened, befuddled and caught in a great and inexcusable failure to marshal the strength of America as quickly and as strongly as they ought to have done in recent months (pp. 42, 43). Our principal allies in the U.N. are uncertain, unready, anxious to buy the appearance of peace at almost any price if only the enemy will make a deal. Our underlying policies, in the U.N. and in Asia, are exposed for what they have always been—fallacies born of the enormous fallacy that the Communists of Asia are not our enemies. Talk of using the A-bomb is heard as it has never been heard before.

### The cold voice of hate

So says the news. But, in this hour of mortal choice, all that is not the heart of the news. The heart of the news is that at last we know—we really know—our enemy.

We know that our enemy is the Soviet Union. We know that the Chinese Communist armies assaulting our forces in Korea are as truly the armies of the Soviet Union as they would be if they wore the Soviet uniform. Maybe most of us thought that we knew this before. It has been said before. But never as it was said last week, by President Truman in Washington and by his spokesmen at Lake Success, with the knowledge and the certainty forced upon us all by the facts of Korea and by the enemy's cold voice of hate and purpose at the U.N. Overnight a little stranger named Wu, the leader of the Communist delegation from Peking, did for us what we could never quite do for ourselves. He made us see and acknowledge the truth about the Communists of Asia. With a single speech to the Security Council (pp. 40, 41), he laid naked the total enmity of Chinese Communism, its total purpose to seize all Asia, its total identity with Soviet Communism and its total dedication to the Soviet program of world conquest. Let thanks go out to General Wu Hsiu-chuan of Peking, who put it on the line for all to see.

For all to see? President Truman, naming our enemy and saying there would be no surrender, spoke as if he saw it. Secretary Acheson, sponsor and practitioner of the fallacies now exposed, permitted the Americans at Lake Success to speak as if they saw it. Our pallid Allies, the British, previously so sure that peace could be bought from the Communists in Asia, seemed to understand now that only time could be bought—maybe.

Whether our own leadership is equal to the task remains to be seen. If there be any among our leaders who still refuse to perceive the naked facts of conflict, let them go now. If they do not go, let them be driven out by dismissal, by impeachment, by any means required to fit our government for the struggle abroad and for the effort which must be made at home. If our Allies believe that time may be bought, let them try. But if they

refuse to perceive the naked facts, if they propose again to buy the peace that cannot be bought, let them be left to the compelling pressure of events. Whatever our Allies may propose, the anti-Communist alliance depends as never before upon American power, American purpose and American leadership. If all three are provided and asserted in full measure, the alliance will not fail.

### A gamble for time

Having recognized our enemy, what then? The answer offered by President Truman is, in effect: we do not let our recognition of the enemy draw us into unlimited war, which means atomic war, with the Soviet Union now. Instead we play for time to marshal our power and face the enemy where he has chosen to strike us—in Asia. No more than this may be expected of our government and of our Allies now. Granting this, let no one forget the immense gamble inherent in this position and let no one toy with any illusions about it. It is not a matter of morals, this decision to leave to the enemy the initiative in using the ultimate power of the A-bomb for ultimate purposes. It is a matter of fallible calculation, the calculation of our leaders that the A-bomb cannot be conclusive and that the principal effect of our using it now would be to start the final war before we and our Allies are set to win it. If this calculation is correct, any lesser use of the A-bomb taking unlimited risk for limited purposes, would be an inconceivable folly.

The immediate theater is of course Korea, and it may soon be mainland China. There is talk of refusing to undertake war with China, of refusing to "fight the proxies." All men of good will abhor the thought of war with China. But at this juncture Americans must keep the facts straight. First, there are no proxies in the armies of Communism. Second, we do not "want" war with China. The Communists force war upon us. Until and unless they cease to do so, there will be no possibility of peace with China. These are the facts, and the prospect is war.

We face the prospect with fear, a fear that is justified by all that we have been told of the Chinese Communists. We think of war with their mass armies as a profitless and fatal drain upon our capacity to fight elsewhere. The visible facts of Korea, past and present, would seem to justify these fears. To Americans, fed for so many years upon the pap of Communist invincibility and given little or no hint that war with Communist China does not necessarily entail involvement with its mass armies, any suggestions to the contrary may seem to be wishful optimism of the worst sort. Nevertheless there is reason to believe that the fears are unfounded, that we can sustain any war the Chinese Communists force upon us without being fatally weakened on other fronts. To do so will require a firmness of choice, a courage of decision, a kind of intelligence sadly missing from our past performance in Asia. But it will require nothing that is impossible for us if our lead-

ership is up to the high mark now required.

Whether our forces continue to fight in Korea will be decided by events. In any case we must wage any war against Communist China principally from the greatest strategic asset we possess in Asia—the perimeter of islands provided by Japan, Okinawa, Formosa and the Philippines. Air attack and naval blockade based upon these positions have their limitations, of course; very probably they cannot be decisive. But these positions and the warfare to be waged from them also have advantages. Above all, and provided that we have the sense and courage to exercise it, we and not the enemy will possess the saving power of choice as to where we fight, what enemy moves and what situations we do and do not undertake to meet. Secondly—and this is the point for worried Americans and their military commanders to grasp now—mainland China under any regime is peculiarly vulnerable to air attack and to air and naval blockade. Parts of its internal economy rest to an important extent upon its coastal ports and communications, and upon the few thin lines of rail and river transport which connect the coast with the interior, South China with North China. In the judgment of authorities, military and civilian, who have studied the possibilities and the limitations of this form of warfare, the internal structure and military capacity of Communist China can be crippled and conceivably may be shattered by the kinds of action open to us from our perimeter. Finally, any war with Communist China will not be waged by us alone, nor by air and sea alone. There are the Chinese Nationalists and their sizable military forces on Formosa, toward whom our policy of restriction and hostility must inevitably change. There is in China the makings of a formidable resistance to the Communists—unassessed, untried, dispersed and ill-supported—but nonetheless there. It has been ignored, discouraged and all but starved out because of a general reluctance to "reactivate" the civil war which the Communists supposedly won in 1949. Given war with Communist China, it is now for us to recognize these anti-Communist fighters, support them and guide them and find out whether—as they claim and as some of our best observers in Asia believe—they can deprive the Communists of South China.

### Our strength is at home

The American people and many of our leaders are not prepared for these possibilities and this warfare. But the warfare is upon us; the possibilities lie before us. We must never forget that the real war is with our real and now recognized enemy. We must never forget that what we can do in Asia and elsewhere depends first of all on what we do at home to prepare for the ultimate war that our real enemy seems determined to force upon us. Let no man say that whatever may be in store is too much for our country and for all who look to us now.



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### Meal...THAT'S READY IN 5 MINUTES!

After a hectic day of holiday shopping, here is a delicious, hearty meal you can prepare in a jiffy. V-8 Vegetable Juices, Franco-American Spaghetti, green salad, hot rolls, dessert and coffee.

Everybody loves grand-tasting Franco-American Spaghetti! Fine, tender spaghetti... cooked in a superb sauce of sun-ripened tomatoes, aged Cheddar cheese, and eight other choice ingredients.

If tonight you need a delicious main or side dish, just heat and serve Franco-American Spaghetti!

It's delicious, not only for shopping-day meals, but for unexpected guests, school lunches—any time!

And when you have a little extra time, use this spaghetti as a base for your own special dishes, too. For example, for a delightful supper, add cut-up Vienna sausages or mushrooms to Franco-American Spaghetti. It's a satisfying, delicious "company" supper guests will rave about! Get several cans of Franco-American Spaghetti soon!

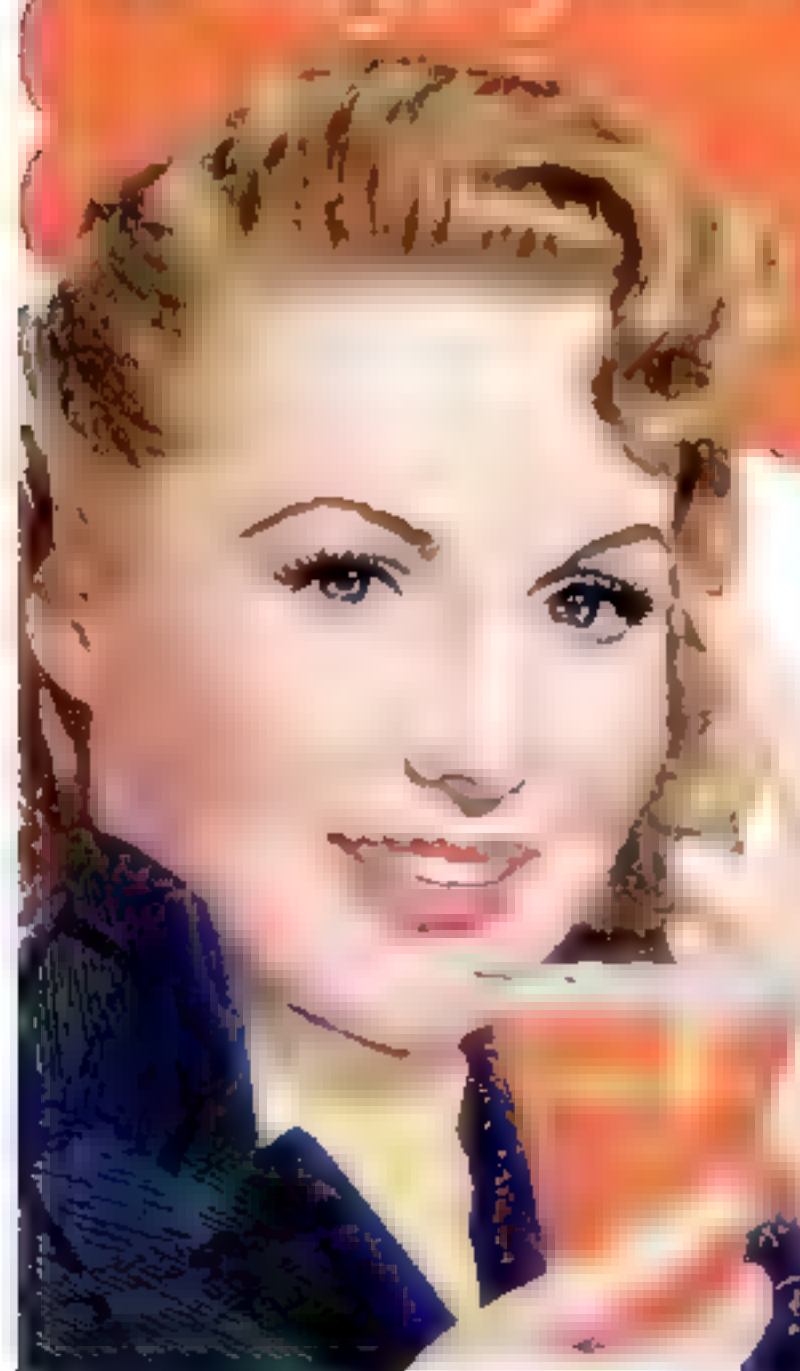


READY IN 5 MINUTES—AND SO THRIFTY!

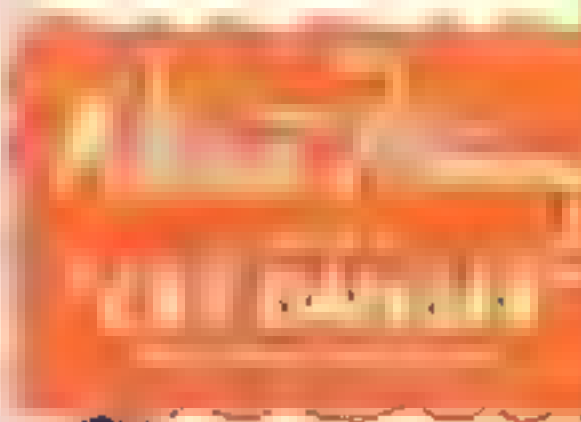
# Franco-American SPAGHETTI

# V-8 Has Lively Flavor and Goodness

## NO ARTIFICIAL FLAVORS OR COLORS



**V-8 FOR VITAMINS**  
**V-8 FOR VITALITY**



### Rhonda Fleming Gives Drama Students Success Secret

MY, THAT WAS AN EXCITING SCENE, MISS FLEMING! NO WONDER YOU'RE A STAR.

WE'D LIKE TO KNOW YOUR SECRET OF SUCCESS.

COME HAVE A GLASS OF V-8 WITH ME, GIRLS—AND WE'LL TALK IT OVER.

THANKS FOR EVERYTHING, MISS FLEMING. I'M GOING TO TAKE YOUR TIP ABOUT V-8 AND ASK MOTHER TO GET SOME.

FINE, I KNOW YOU'LL ALL AGREE THAT NO SINGLE JUICE CAN MATCH V-8'S FLAVOR AND GOODNESS BECAUSE IT CONTAINS 8 GARDEN-FRESH VEGETABLE JUICES.

IT TAKES STUDY AND HARD WORK TO BECOME A STAR. THAT'S WHY I ALWAYS GET PLENTY OF SLEEP, AND EAT THE RIGHT FOODS. I DRINK LOTS OF V-8, BECAUSE IT'S SUCH A FINE APPETITE BUILDER—UPPER.

I'VE NEVER TASTED ANY JUICE WITH SUCH KEEN FLAVOR AS V-8.



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V-8 is a trademark owned by the United Fruit & Vegetable Company  
In Canada by Campbell Soup Company Ltd.





This season Glenmore proudly presents not one, but *two* beautiful decanters brimful of world-famous Kentucky Tavern, "The Aristocrat of Bonds."

**THE EARLY AMERICAN** (above). This sturdy, sparkling reproduction of a manly Colonial decanter is a joy to give or get. The "find" of '50, it's sure to star on that personal bar. (½ Qt.)

**THE CURRIER & IVES** (right). Here's a colorful, stately decanter with decorations inspired by legendary Currier & Ives prints of life long ago. It's made to order for those "who have everything." (½ Qt.) Companion glasses by Libbey at leading stores.



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**DECANTERS  
SAME PRICE  
AS REGULAR  
BOTTLE**

© GLENMORE DISTILLERIES COMPANY



# Creations GLENMORE

*The House with the Holiday Spirit*



NO  
EXTRA  
CHARGE

OLD THOMPSON, Glenmore's "WED • IN • THE • WOOD" whiskey, is all dressed up with plenty of places to go this Holiday Season. It's new, different — a "Chimney" package that's clever, colorful and easy to wrap. (½ Qt.) Same package is available in pint size. Blended Whiskey, 86.8 proof. The straight whiskeys in this product are four years or more old. 37½% straight whiskeys — 62½% grain neutral spirits.

**KENTUCKY TAVERN.** Something new ... a brilliant Kentucky Tavern *pint* gift package! Yes—in response to the demand for a top gift designed for wider distribution, we present the clever "Book" which holds one pint of "The Aristocrat of Bonds," proving that fine things also come in small packages.

LOUISVILLE, KENTUCKY



# FLEISCHMANN'S

## GIN



*Makes America's Most  
Delicious Gin Drinks*

*Because*

*...It's the Gin that gives you all 4*

QUALITY ★ SMOOTHNESS ★ TASTE ★ MIXABILITY

\*FIRST GIN DISTILLED IN AMERICA • DISTILLED FROM AMERICAN GRAIN • 90 PROOF • THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, NEW YORK.





## FACE OF VICTORY

Even when the President went to the Army-Navy game last week he could not forget the threat that overhung him and the nation. The guards at every tressle en route had been doubled. Air patrols circled the stadium. Through

most of the game Mr. Truman was preoccupied. But when Navy stopped the last Army drive, clinching its 14-2 victory, Harry Truman, an old Army man who had been sitting on the winning side, leaned forward and smiled broadly.





**FATHER AND DAUGHTER** meet joyously at the orphanage in Salonika where parents came for

children. The girl, Evangelia Marcopoulou, 8, was gone for two years. He fought Reds during civil war.



**PACKAGES FROM U.S.**, sent through CARE and containing food and woollens for new clothing,

are distributed in the orphanage yard to happy Anastasia Gulis, 8 (right), and Ecaterina Savrou, 8.



**DELOUSING** treatment is part of children's health examination, which also included Wassermann test.

## STOLEN CHILDREN COME BACK HOME

### Yugoslavs return 21 young Greeks

In the northern Greek city of Salonika, one evening late in November, a procession of cars and buses bearing officials of the International Red Cross and 21 Greek children rolled to a halt outside a children's home. Taken inside, the pale and excited youngsters were fed a nourishing dinner of thick rice and meat soup, chunks of boiled beef, olives and oranges, then put to bed. The next morning came toys from the Red Cross, candies, gift packages of food from America, a promise of new shoes; later came doctors and nurses to check them over. Then came the most exciting moment. One by one the children were led from the dining hall to the open arms of their rejoicing parents, who were seeing them for the first time in two years.

These were the first children to be returned to Greece since some 25,000 were kidnapped by the Communists and taken into Albania, Bulgaria or Yugoslavia during the Greek civil war. They were sent home by Yugoslavia, which is starting to renew its ties with Greece. Yugoslavia alone is believed still to hold nearly 9,000 children in its camps, and the joy felt by the few lucky families at Salonika was overshadowed in hundreds of Greek villages by the realization that so far only 21 children had come back.

Some of the 21, as young as 4, speak only Serbian now. One youngster asked for a red flag. One spoke proudly of his Yugoslavian toys: "Airplanes, tanks and guns with red stars." In the course of two years their captors had turned many into complete kindergarten Communists.

**ONLY AVAILABLE PAJAMAS** are donned by an 11-year-old boy who is happy though engulfed. ➔





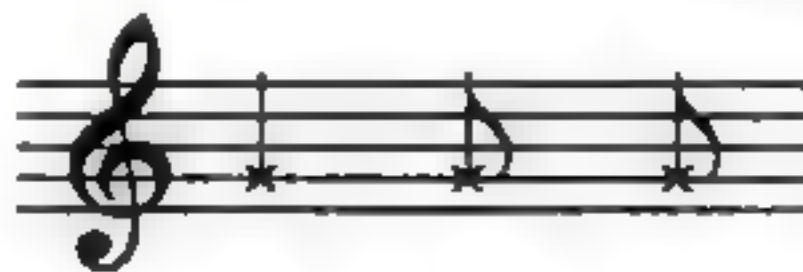




MAN, BEAST AND BIRD FLY IN TERROR AS CHARLES ADDAMS VERSION OF HERO IN SONG "THE THING" MAKES MOMENTOUS DISCOVERY IN A BOX ON BEACH



**DROWNING AUTHOR** Charles Grean pokes his head through letters in contest to identify *The Thing*.



## ALL AMERICA IS BEATING OUT HORROR SONG CALLED "THE THING"

The headless notes on the musical staff above, which indicate the beat of a drum, represent the tuneless moment that in turn represents the nameless subject of the currently most popular song in America. For want of any other title it is called *The Thing*. It is devoted to an object so comically mysterious and sinister that LIFE felt obliged to request Horror Cartoonist Charles Addams to illustrate it (above).

As all Americans but a few solitary shepherds, madmen and philosophers know by now, *The Thing* is found by a luckless man on a beach. In successive stanzas he displays it hopefully

to a storekeeper, his wife, a beggarman and St. Peter. They all turn from it in disgust, but he goes on singing about it to the tune of an old off-color folk song called *The Tailor's Boy*.

In its present form the song is the brainchild of Charles Grean, whose title is Manager of Popular Artists and Repertory at RCA Victor. First played on the air last month, it climbed up to the *Hit Parade* in a record-breaking four weeks. Recordings are being sold currently at the rate of 30,000 a day, biggest for Victor since *My Reverie* (1938), and it is already being translated into French and the Scandinavian languages.

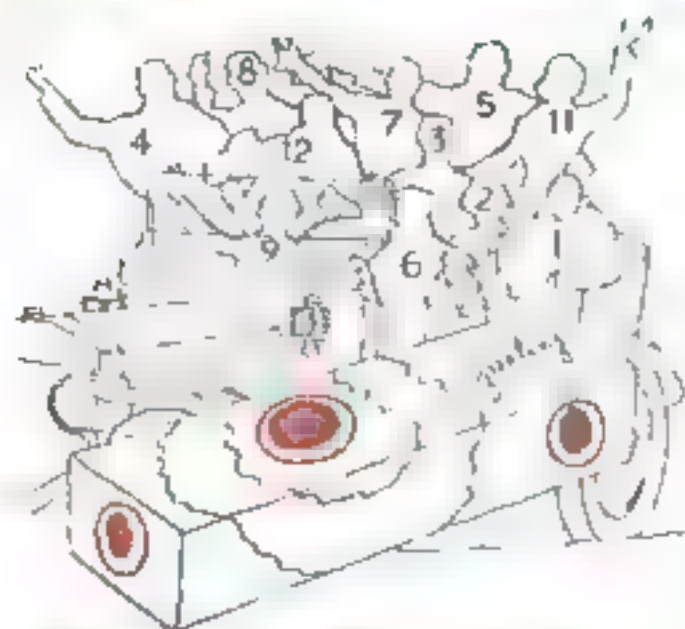


THE WHOLE LUCKY STRIKE GANG wishes you

*"A Happy Christmas and a Lucky New Year!"*



KEY TO YOUR LUCKY STARS: 1. Jack Benny  
2. Mary Livingstone 3. Phil Harris 4. Dennis Day  
5. Don Wilson 6. Rochester 7. Robert Montgomery  
8. Raymond Scott 9. Eileen Wilson 10. Snooky  
Lanson 11. Dorothy Collins 12. Clifton Fadiman



© 1948 THE AMERICAN TOBACCO COMPANY

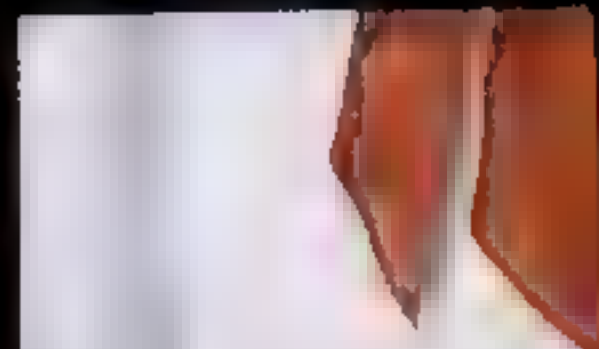
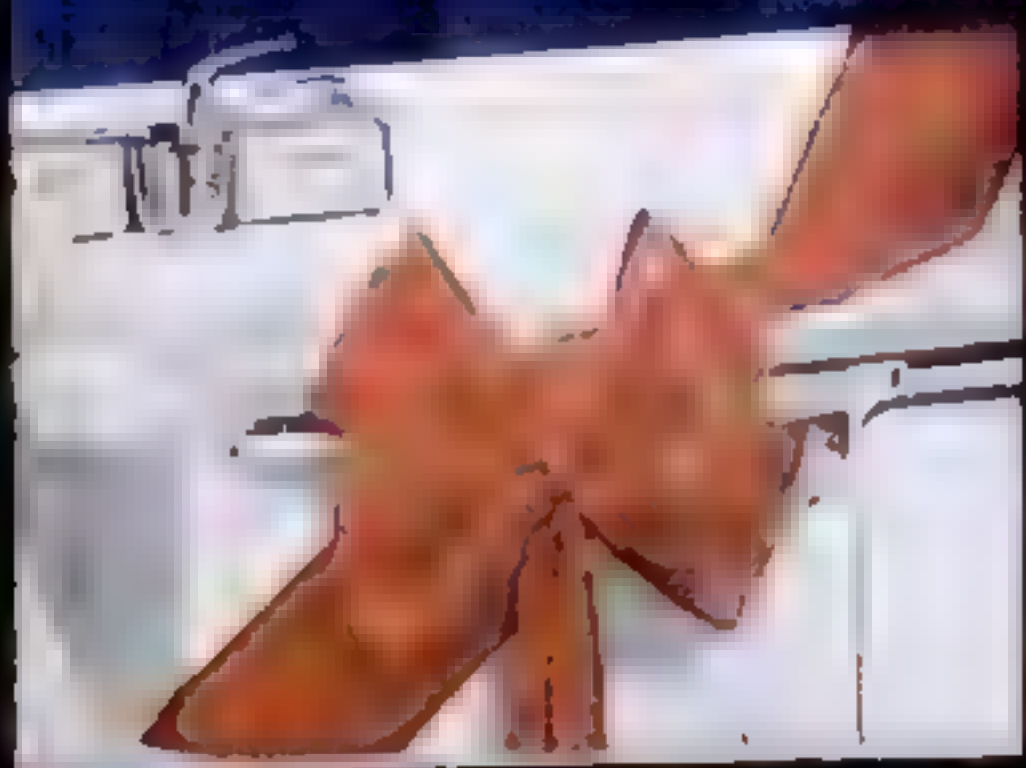
*Make it a "Happy-Go-Lucky" Christmas!*  
*Give cartons of Luckies!*

**L.S./M.F.T. - Lucky Strike Means Fine Tobacco**



Give gifts that keep

Hot



© 1995 The McGraw-Hill Companies, Inc. All rights reserved. *Gifts*



on giving

point

World's Finest Appliances

***Give Your Family Electric Servants That Banish Kitchen Drudgery And Provide Extra Hours Of Freedom For Happier Living!***

**T**HIS Christmas, combine sense with sentiment and give the family presents that serve the year round—and for years to come!

● **Here to choose from**—one or all—is a whole staff of electric servants, ready to take over tiresome, youth-robbing chores in your home.

● **At the touch** of a button, dishes are washed sparkling clean, rinsed and dried—the modern Hotpoint way! Food wastes are flushed away before they become garbage. Meals are cooked the flavorful electric way. Refrigeration protects your health and purse. Clothes are washed and dried your way—*automatically*. And you have all the hot water you want when you want it!

● **For a Christmas** your family will long remember, ask your Hotpoint dealer how you can give one or all of these magic electric servants on easy and convenient terms!

Hotpoint Inc. (A General Electric Affiliate), 5600 West Taylor Street, Chicago 44, Illinois.



**Everybody's Pointing To**

**Hotpoint**  
Quality Appliances

DISPOSALS • WATER HEATERS • FOOD  
CLOTH DRYERS • ROTARY MOPERS • CABINETS



## A MAN MAY BE KNOWN BY THE TREE HE TRIMS..



**INTROVERT**  
"Let's not overdo it!"



**EXTROVERT**  
"Let's do it up big!"



**NON-CONFORMIST**  
"So you dare me, eh?"



**MODERNIST**  
"There seems to be a trend..."



**PERFECTIONIST**  
"If it's worth doing at all"



**LAST MINUTE SHOPPER**  
"only one the man had!"



**OLD FASHIONED**  
"Now when I was a boy"



**NONCHALANT**  
"That doesn't take long!"



**FADDIST**  
"Anything to be different!"



**MAD-CAP**  
"And why not?"

## A MAN IS KNOWN BY THE WHISKEY HE GIVES!

A gift of Hunter at Christmas marks you as a man of good taste. For here is a luxury whiskey so fine, so distinguished, so superbly different, that no one has been able to copy its flavor in over 90 years!







TWO MEXICAN FARMHANDS LEAN ON THEIR SHOVELS AS DELL CITY'S PRECIOUS WATER FLOWS FROM IRRIGATION DITCH (FOREGROUND) INTO ALFALFA FIELD

# A TEXAS TOWN HITS WATER—AND CELEBRATES

Down in the dusty corner of west Texas between El Paso and the Carlsbad Caverns there was a stretch of land so hard and dry and flat, so overrun with ill-tempered rattlers and lop-eared jacks that even a Texan would admit it was not much good for anything. On this arid land grew some mesquite and greasewood and not much else. That was four years ago. Last fortnight, plunk in the center of what had been a desert, the 1,000 citizens of a thriving new town called Dell City opened a new highway to the outside world. Over it, to the markets and to the freight lines, will travel their season's bumper crops—alfalfa, melons, beans, squash, cucumbers, okra, onions and tomatoes and 7,000 bales of upland and long-staple cotton. Dell City is now a booming agricultural center with 12,000 acres under cultivation and 50,000 more under way. For the drillers at Dell City had brought in not oil, which is what usually produces a boom in Texas, but water—plenty of water from a vast

underground reservoir fed by the Guadalupe, Cornudas and Sacramento mountains. Already 57 deep wells are pumping, and more wells are being drilled daily.

This change from desert to irrigated garden started only four years ago when three Texans bought a 60,000-acre ranch, planning to graze 1,000 cattle on its barren land. They drilled five wells and struck quantities of water. Guarding the secret of their bonanza as if it were a vein of gold, they quietly bought up adjoining ranches until they held 100,000 acres. Then they set up a land office and waited for the customers. Land-hungry farmers came by the hundreds. By the end of 1948, 8,000 acres had been sold. By last week there were 36,000. Big new tracts will get the plow next spring. Now Dell City boasts a boosters' club and a boastful sign (*left*). "Just wait," said the land office custodian last week, "till you see this h'l old town 10 years from now."







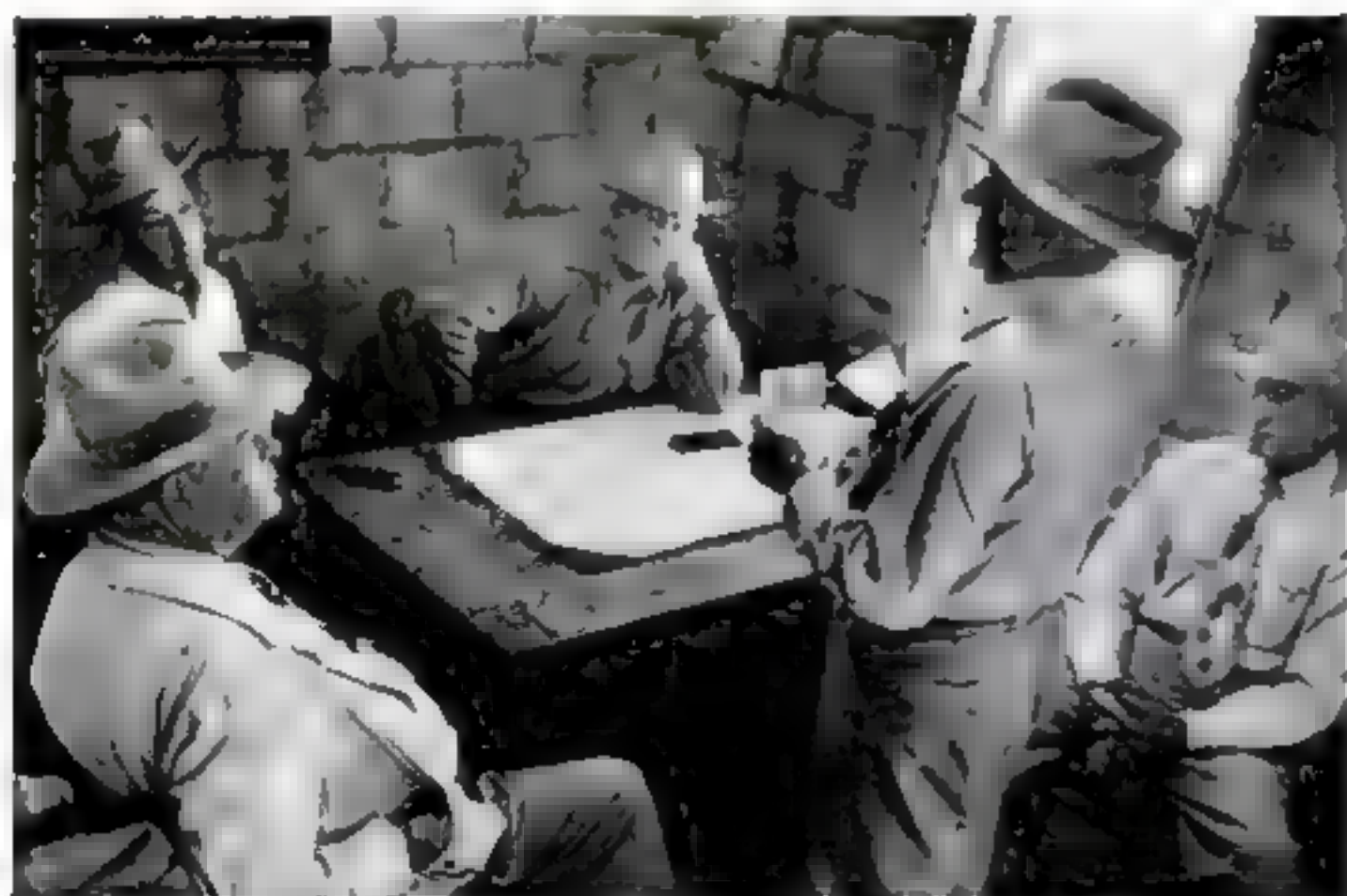
**THE NEW HIGHWAY** (right), a two-lane asphalt road, replaces bumpy dirt ruts which once connected

Dell City with the Carlsbad-El Paso highway. Here one of the first cars to travel it leaves the city behind.



**ON MERRY-GO-ROUND** called "The Octopus," Dell City's children whirl through dust at barbecue

celebration. The city built a new school for them this year; there is also a church and a movie theater.



**DELL CITY'S FOUNDERS**, R. L. Merrill and C. W. Voyles (seated behind desk) and E. L. Stone (standing), discuss a drilling deal with two east Texans.



**DETERMINED SQUARE DANCERS** prance through their paces in an exhibition on an outdoor dance floor in spite of the sand and dust and high wind.



**DUSTY BEEF** is rushed from sizzling barbecue pit (left) to dusty spectators standing behind the ropes.

## DUST AND DANCING OPEN THE NEW ROAD

As often happens in Dell City, there was a sand storm when the road was opened. A gritty wind whistled down the bare main street, shook the town's tent colony and all but ruined the outdoor barbecue which celebrated the new road. The people took this with good humor. They heard a sermon by the pastor, rode the merry-go-round, dusted off their cooked beef and applauded the jokes of an imported master of ceremonies ("She was pure as the driven snow, but she drifted"). Then a visiting speaker praised the pioneer spirit which had built a boom town out of a wilderness.

Dell City is a frontier town with some new twists. A hundred and fifty of its families live in tents, but there are three landing strips, and sometimes tent pegs double as tie-downs for airplanes. There is no electrical system; some houses have power plants, but most are lighted by kerosene. Cooking is done on modern stoves with butane gas. There is no formal government and no jail, and farmers double as sheriff's deputies on Saturday nights, hauling their prisoners by car to Sierra Blanca, 65 miles away. There is one carpenter, J. B. Brown, who has been working steadily seven days a week since last spring and is the most sought-after man in town. "I've been here nine months," he says, "and I ain't bought a beer yet, but I've had plenty."

CONTINUED ON PAGE 82



## Pattern beauty that lasts


because of these



New SPRING GARDEN

How proudly she chooses this beautiful pattern! And how wisely, too... for it is by 'Holmes & Edwards, the silverplate that's Sterling Inlaid'

LOVELY LAST

Two blocks of sterling silver  are inlaid at the backs of bowls and handles of most-used spoons and forks to give these charming patterns lasting loveliness.

DANISH PRINCESS

Why take years buying "place settings" when tonight you can own a service for eight, 52 pieces, for \$69.95. Other sets as low as \$49.95. No Excise Tax.

YOUTH

**HOLMES & EDWARDS**  
**STERLING INLAID®**  
**SILVERPLATE**



MADE BY THE INTERNATIONAL SILVER CO.

ALL PATTERNS MADE IN U. S. A.





**DELL CITY HOME**, a tent beside bales of hay, sits on edge of a desert of mesquite-covered land. Behind it fertile cultivated fields stretch to the mountains.



**DELL CITY DUST** is ever-present and particularly bad near unpaved farm roads. Housewives are careful to hang out their washing only when wind is right.

**RICH NEW COTTON FIELDS** STRETCH OUT OVER DELL CITY'S NEWLY IRRIGATED PLAIN. THIS YEAR PLANTERS THINK THEY WILL GROSS SOME \$1.5 MILLION







"For Santa"

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Birds Eye beats

any French Fries

you ever bit into!



Product of General Foods



SEE YOUR  
GROCER'S  
ADVERTISING  
FOR BIRDS EYE  
BARGAINS!

Yep! And you just heat 'em and eat 'em!

No spuds to peel! No spuds to slice!

Birds Eye French Fried Potatoes come *fried*. You just shove 'em in the oven. They heat up all golden and crispy on the outside, all mealy and mellow on the inside.

They're prize Maine potatoes, folks! Scrubbed till they shine, peeled so carefully there's not an eye in a carload!

Slices are uniformly cut—we eliminate small pieces! Deep-fried in vegetable fat that's changed and freshened constantly. No wonder Birds Eye French Fries are *top of the tops*! Get plenty for holiday eating!



**BETTER BUY BIRDS EYE**

*—you just can't beat Birds Eye for Quality!*

Copyright 1960, General Foods Corp.





DECORATIVE PANELS, AUSTERE BENCHES PRESERVE COMMONS' TRADITIONAL AIR. GOVERNMENT SITS AT LEFT, OPPOSITION AT RIGHT, SPEAKER AT FAR END

## REBUILT COMMONS

Britain's M.P.s now are given old tradition and new comfort

In May 1941 Nazi bombs destroyed the 90-year-old House of Commons, and Commons had to hold its sessions in the House of Lords. This fall, however, the M.P.s came back to their own house rebuilt on the site of the old. Beneath traditional appearance the members found new, modern comforts. The benches are still straight and narrow, but now they are cushioned with soft foam rubber. Light streams from clear glass

windows which replace the almost opaque old panes, and amplifiers in the seats make speeches audible to the last back benches. Heated metal strips embedded in the floor along the seats keep the members' feet warm, and thermostats raise or lower the temperature according to the number of members present. The air conditioning engineers say, "We aim at producing conditions approximating to those on a fine spring day."



*Here in time for Christmas... America's most exciting new car*

# 1951 Kaiser





*Golden Dragon*



Designed to be admired by millions...but limited in ownership to a proud and fortunate few—the 1951 Kaiser Golden Dragon—the most luxurious Kaiser ever built! From its safety steel top to its spacious interior—a lustrous symphony in jet-black, alligator-patterned

“Dragonleather”! An ensemble in elegance inside and out. Custom fitted with special arm rests and appointments, it is the very last word in Anatomic Design! Hydra-Matic of course. Choice of other

body and interior colors available. At your Kaiser-Frazer dealer's now.

*Built to Better the Best on the Road!*

*This year it's clear...Kaiser, 1951.*





The Beer that made Milwaukee Famous

BUFFET &

Schlitz

*"Wait, let's shop in here!"*

Window shopping is all right. But when Schlitz comes into the picture nobody wants to be on the outside looking in.

The taste of Schlitz gives so many people so much pure pleasure that we're sure you'll like Schlitz best, too. You see...

*More people like the taste of Schlitz  
than any other beer*

Radio's brightest comedy drama — *The Hairy Ape* — NBC Wed. nights  
starring Melvyn Frank, Robert C. Brown. Television's newest hit — *Partner*  
Price: Par-bourse. All — Franny nights — amazing stars of stage and screen.

© 1950, JOS. SCHLITZ BREWING CO., MILWAUKEE, WIS.





**RELAXING IN HER BOUDOIR**, Argentina's first lady combs out her luxuriant golden-blond hair. Evita usually wears hair in a coil at her neck, on gala occasions has it dressed in curls.

# Eva Perón

**A FIRST LOOK AT THE PRIVATE LIFE OF A CONTROVERSIAL FIRST LADY**

The lovely lady fixing her hair in the picture above is one of the most powerful and capricious, hated and beloved women in the world. As the wife of Dictator-President Juan Domingo Perón, Eva Duarte Perón, Argentina's 31-year-old first lady, is both a legend and a mystery. Although a redoubtable public figure, she has gone to

great lengths to guard her private life and to suppress her personal history. Now, on this and the next four pages, *LIFE* presents, for the first time in the U.S., photographs of Señora Perón's home life with her husband, and on page 74 Correspondent Robert Neville tells the story of her enormous influence in Argentina today.





**A BREATH OF PARIS**, a gown designed for her in the French capital, is shown by Señora Perón, with the reportorial Irma. Nearly all her gowns are imported.



**A TRAY OF GLITTER** holds Evita's attention. Trays contain part of hoard of jewels which Argentines claim is largest owned by any woman since Cleopatra.



**HATS BY THE DOZEN** await Señora Perón's choice and pleasure. Three large rooms, lined with immense cupboards, are needed to house her furs, suits, hats





and shoes. Each year a special "couturier envoy" is sent to Paris to bring back the best work of great designers. Evita often wears an evening gown only once.



**A TRIFLE OF MINK**, an Azur blue coat which she says has only one duplicate in world, is admired by Señora Perón, whose wardrobe includes a variety of furs.



**A HINT OF FRAGRANCE** completes her preparations for day. She brought back to Argentina from her 1947 tour through Europe gallons of fine perfumes.



# THE PERONS GET READY FOR A NIGHT OUT



**PATIENT DICTATOR** stands by while her maid puts finishing touches to his wife's toilette. Like most husbands General Perón was dressed and ready first.



**PLAYFUL POODLES** bark goodnight from top of grand piano. The black poodle, Tambour (left), is Perón's pet, while Evita favors Bonito, the white one.



**ELEGANT GENERAL** risks dog hair on his spectacular dress uniform to cuddle poodle, Tambour, which, he says proudly, "has already won one first prize."



**FAITHFUL POODLES** escort General and Señora Perón to the principal entrance of the presidential residence, where they await the official limousine.



**WISTFUL POODLES**, back on their piano-top perch, look sadly after their departed friends. The busy Peróns find very little time to play with their pets.





**THE FINAL GLORY** for Señora Perón's costume comes as mail pins medals (including the Legion of Honor) across the bodice of her gown, which was made

specially for occasion. From her shoulders hangs cape of ostrich plumes. By this time Perón has begun to tease Evita about elaborateness of her preparations.



# Grant's



**Largest-Selling**  
**8 and 12 YEAR OLD**  
**Scotch Whiskies**  
**in America\***

## FAMOUS LORE OF SCOTLAND

In Scotland, the art of designing and founding printer's type goes back over 200 years. The Scotch art of distilling is even older, however, dating back to the 15th Century



GRANT'S

\* Every drop of GRANT'S is either 8 or 12 years old Wm. Grant & Sons are the exclusive proprietors of the Balvenie-Glenlivet and Glenfiddich distilleries. 86 Proof

# How Evita Helps Run Argentina

by ROBERT NEVILLE

**E**VA DUARTE PERÓN is a woman committed with rare intensity to everything and everybody she believes in. The person in whom she believes most fervently (next to herself) is her husband, and in a public speech she once declared with sincerity what to her is an elementary political law: "Those who oppose General Perón cannot feel like Argentines, cannot act like Argentines, cannot possibly be Argentines."

While one of the indisputable facts about Evita is her genuine confidence that Juan Domingo Perón is an indisputably great man, it is equally a fact that she herself provides a rough 75% of the nerve and force of the man's regime. Perón has assimilated a lot of important-sounding social theories; he uses polysyllabic words and quotes famous authors familiarly in his resonant public speeches. All this duly impresses his wife. But Perón is also given to hemming and hawing in chronic indecision. This is where Evita functions best: she knows precisely what they both want and never lets him forget it for long.

Husband and wife, in this respect, stand in striking contrast. Both during and after Perón's spectacular climb to power, when he has had flutterings of timidity in the face of opposition, it has been Evita who has acted boldly—either calling out the *descamisados* (the poor; literally, "shirtless ones") to howl down the opposition or calling in some obstreperous army officers for a tongue-lashing. For all his authoritarian ways, Perón sometimes has quibbled about arresting opponents or expelling critical deputies from the congress. He frets a good deal about the constitution. Evita, who has probably never read the constitution, acts without such fidgeting. Shackled by the red tape of his own government, Perón has been known to exclaim in despair, "These bureaucrats!" Evita has no trouble with bureaucrats, for the habit of instant obedience of her instructions is an occupational reflex of Argentine officialdom. For all these reasons, it is not the ingratiating general but his glamorous wife who is at once most loved and most loathed in Argentina today.

Evita did not, to put it mildly, get where she is overnight nor by the easy expedient of marrying a presidential candidate. Her path to power has been tortuous—a route on which a less purposeful and gritty person would have early become lost. Today the poor, ill-educated little girl, born out of wedlock, who has climbed to such magnificent heights, has decreed that the meandering line of her ascent be screened from public view. Though roughly half the files of the government's information ministry bulge with material devoted to Evita, no line of it speaks of where she was born, how she passed her childhood, what she did before becoming her country's

CONTINUED ON PAGE 71



EVA'S BUSY DAY starts between 7:30 and 8 a.m., as Secretary Atilio Renzi (right) reads the calendar while hairdresser and manicurist finish their work.

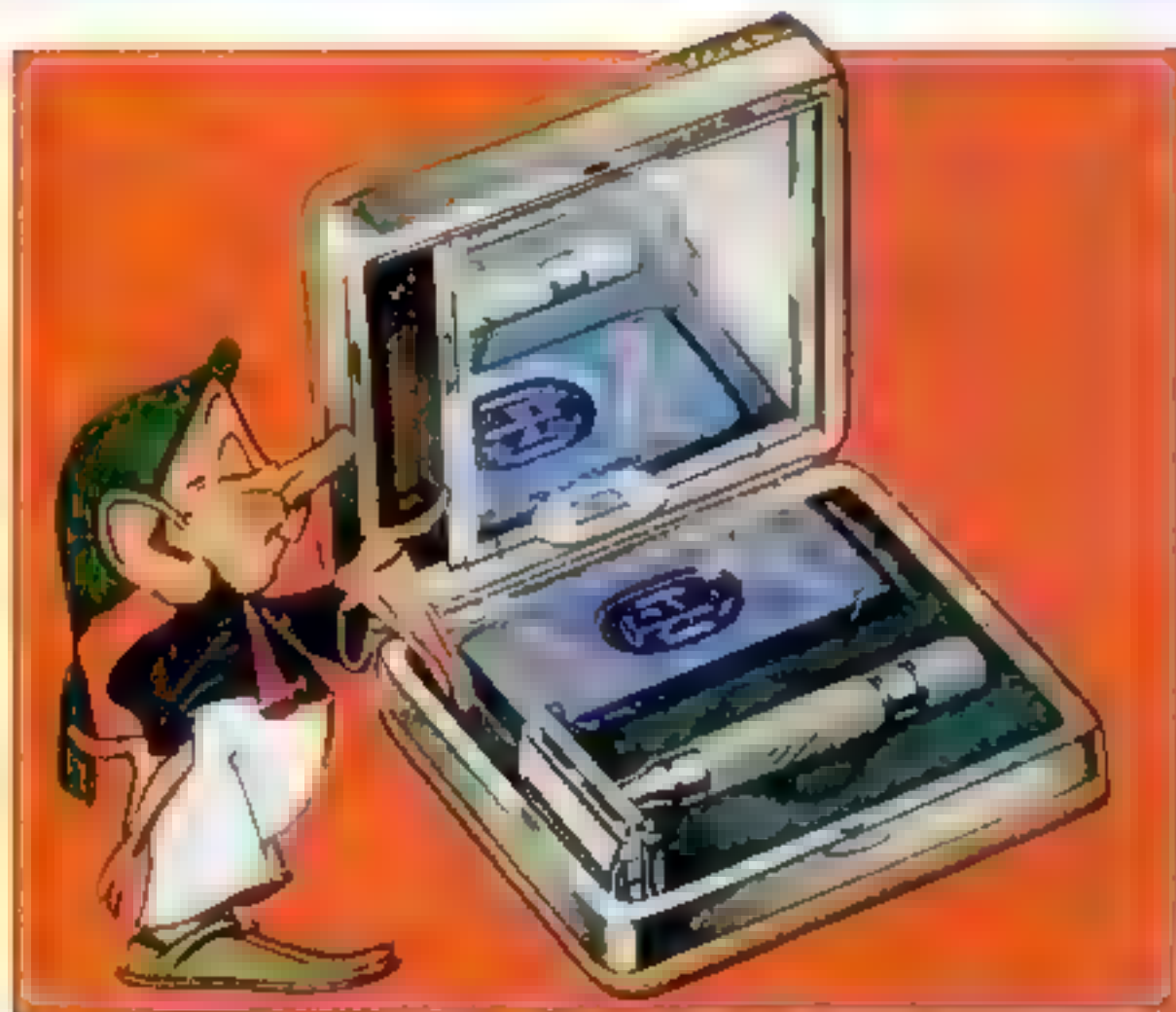
SOLE U.S. DISTRIBUTORS: **Austin Nichols & Co., Inc.** BROOKLYN - NEW YORK







# Gillette Gifts



● Superb Gillette Executive Razor Set consists of a deluxe rhodium-plated one-piece razor and fifty Gillette Blue Blades in Dispensers. Leather case is fitted with folding mirror. This finest of razor sets makes a splendid, impressive gift.

**\$10<sup>00</sup>**



● Gillette Aristocrat Razor (gold-plated) and a 10-blade Gillette Dispenser in handsome travel case simulating pigskin. The holiday package also contains two extra 10-blade Dispensers and a tube of Gillette Brushless Shaving Cream.

**\$5<sup>00</sup>**

*(All prices apply in United States only.)*





# Ring the bell with any man...make Christmas shopping a breeze for you

**Y**OU'LL find *just the thing* for any man on your Christmas list in Gillette's attractive assortment of Gift Sets.

● **Handsomely packaged**, each is priced to give you more in *value*, and the man who receives it more in *year-'round satisfaction*, than almost anything else you can select.

● **Say "Merry Christmas"** to Dad or the kid brother with one of these serviceable gifts. They're ideal, too, for business associates, the postman and the cop on your beat. Prices range from \$10 for the superb Gillette Executive Razor Set down to only \$1.98 for the value-packed Gillette Super-Speed Gift Set.

● **Each set includes** a fine Gillette One-Piece Razor that changes blades *instantly*, cleans *instantly* and gives the best-looking shaves ever. Make shopping easy. Ask for Gillette Gift Sets, or gift cartons of 100 Gillette Blue Blades in Dispensers, at any convenient store.

Copyright, 1956 by Gillette Safety Razor Company, Boston 9, Mass.



- Changes Blades Instantly
- Shaves Like A Charm
- Cleans Instantly



● Sensational Gillette Super-Speed Razor and 10-blade Gillette Dispenser in serviceable Styrene travel case. The gay Christmas box also contains an extra 10-blade Dispenser and two large tubes of Gillette Brushless . . .

**\$1.98**



All Gillette Dispensers now have used-blade compartments.

● Colorful Gift Carton of 100 Gillette Blue Blades (a year's normal supply) in ten handy Dispensers with special used-blade compartments. Here is a practical present almost any man would be happy to receive . . .

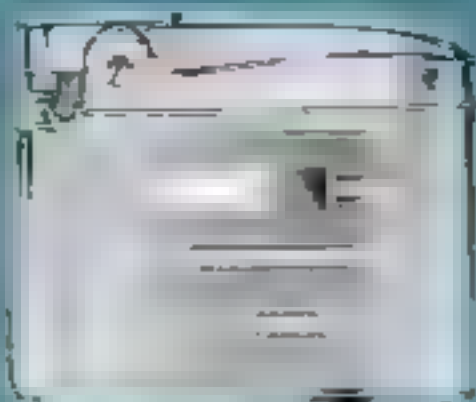
**\$4.90**

**look<sub>SHARP</sub>! feel<sub>SHARP</sub>! be<sub>SHARP</sub>! use Gillette Blue Blades WITH THE SHARPEST EDGES EVER HONED**





RONSON MASTERCASE. Lighter-cigar case, satin and polished chromium plate \$10



RONSON ADONIS. Slim as a fine watch! Engine turned \$10. Also in precious metals at higher prices.



RONSON PAL. Lighter-cigar case, jeweler's bronze finish. Holds two cigarettes. \$15. Others from \$12.50



RONSON SPARTAN. Desk lighter in chromium plate with indented bands in black enamel. \$11



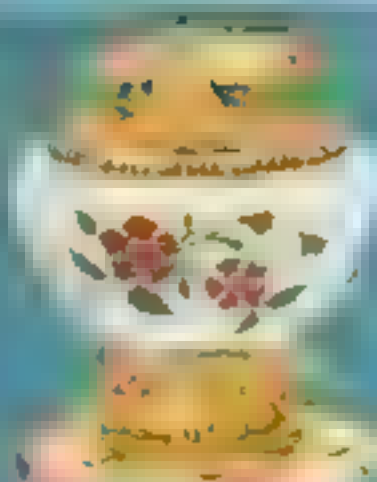
RONSON SENATOR. Desk lighter in genuine pigskin. Monogram shield \$11. Also in genuine alligator, \$12.50



RONSON GEM. A chic feminine lighter in polished and satin chromium plate engine turned. \$7.50. Others from \$6.50



RONSON PRINCESS. Charming lighter in pastel enamel. Decorative monogram shield \$7.50. Others from \$6.00



RONSON LEONA. Table or boudoir lighter in Venetian bronze plate, ivory and floral enamel. \$12.50. Others from \$10



RONSON DIANA. Table lighter in polished and sat. in heavy silver plate. \$8.50 plus tax



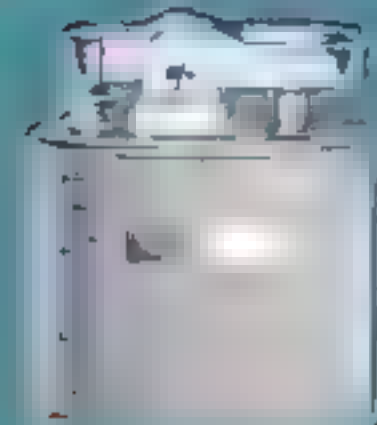
RONSON GEORGIAN. Table lighter in beautiful Old English design. In heavy, lustrous silver plate. \$12.50 plus tax



RONSON CROWN SET. Stunning design. Heavy silver plate. \$27.50 plus tax. Lighter alone, \$11 plus tax



RONSON QUEEN ANNE CIGARETTE BOX AND LIGHTER. Traditional design in heavy silver plate. \$25 plus tax. Lighter alone, \$11 plus tax



RONSON STANDARD. Chromium plate, hand-satin engine turned design. \$6.50. Others from \$5.00

# choose a **RONSON**<sup>®</sup>

WORLD'S GREATEST LIGHTER

for everyone on your gift list

There's nothing like a Ronson—to make people happy at Christmas—and for a long, long time to come! Every Ronson, whether it costs \$6 or \$200, is built as precisely, as dependably, as a fine watch. Built to give years of faithful lights—every light a reminder of you. Among the many styles you'll find the right Ronsons for all the names on your list. And on every one of them, for your protection, there's the famous trade-mark, **RONSON**. Look for it!

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Safely out the instant  
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RONSON VANGUARD. New! Thousands of lights from replaceable compressed-fuel cartridge. Rich enamel. \$12.50

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Also in precious Rhodium plate, \$10 (no fed. tax), and in 14K gold-plated, \$15 plus tax.





## EVA PERON CONTINUED

first lady. Evita herself has never admitted publicly that she was in movies or radio, and even prints of the films in which she once labored through secondary roles have been scrupulously withdrawn from circulation. So, unless one were to believe that, Minervalike, Evita sprang fully grown onto her present gorgeous stage, the facts of her life must be found outside official archives.

Evita was born 31 years ago last May 7 in the small pampas town of Los Toldos. (Recently, for the Argentine "Who's Who," she has modified her age to 28.) Her mother was Juana Ibarguren, the handsome daughter of a coachman; her father was Juan Duarte, a small landowner who had deserted his legal wife. Of the one son and four daughters Doña Juana bore Duarte, the last was Eva, and all were illegitimate.

The Duarte children suffered a severe social stigma. When her father died, the funeral was held from his legal household, and the children of Doña Juana, while permitted to attend, were forced to stand in the back of the room. A schoolmate recalls that "nice little girls were not allowed to play with the Duarte girls." Even when Doña Juana took her brood to the larger town of Junín, after Duarte's death, life was hard and there was little money.

When she was 16, Evita, who had endured eight years of school but had shown little interest except in theatrical affairs, fled the pampas and its bitter memories. She came to Buenos Aires to "go on the stage." Life in the lower levels of the capital's theater world was harsh and tough, and Evita's acting talents were few and modest. But she had striking good looks and an ability to make friends in high places.

When, in 1943, her acquaintanceship reached into the politically up-and-coming "colonels' clique," her employer at Radio Belgrano, where she was a minor actress, upped her salary from a niggardly 150 pesos (then about \$45) to an encouraging 1,500 pesos monthly. When she began to be seen in the company of Colonel Juan D. Perón, who was slated to be war minister and nobody knew what else, Evita got the biggest roles she had ever played. She appeared, at a fabulous \$7,500 per month, in the title roles of a series of radio dramatizations of the lives of such historical figures as Lola Montez, Empress Carlotta of Mexico, Catherine the Great and Lady Hamilton.

In 1945 Evita's career as a radio actress came to an end. On Oct. 21 of that year she and Perón were married in a secret civil ceremony. She was 26 and her widower groom was 50. After a public religious ceremony at La Plata on Dec. 10, Eva emerged as a spirited campaigner for her husband, who was then seeking the presidency. He won handily.

### Evita solves some social problems

UPON becoming Argentina's first lady in 1946, Evita's first tasks were some social problems of a personal kind. There was Nini Marshall, the country's outstanding radio performer, who once thought it was fun to mimic Actress Eva Duarte at slick parties; and there was Libertad Lamarque, Argentina's best movie actress, who had acted surly toward Evita on a number of occasions. For both these ladies work conditions became suddenly tough—and finally Nini left for Spain, Libertad for Mexico.

Much more serious was the problem of the Society of Beneficence, a kind of community chest running virtually all the country's hospitals, orphanages and charities. The names of the women on the society's board were a roll call of the nation's oldest and richest families. By tradition these "Ladies of Beneficence" always invited the country's first lady to become their honorary president. Now they agitatedly asked themselves how they could possibly invite *that woman*. They didn't. Evita excoriated "those dirty old hags of the oligarchy!" and soon there followed a presidential decree retiring the "ladies" from further charity management on the grounds of maladministration.

Starting his regime in 1946, President Juan Perón had no intention of making his wife a full-fledged partner in government, but he did appreciate Evita's energy and decisiveness. As an outlet for both, he gave her some work to do at the ministry of labor. Of such casual decisions and their unforeseen results, Argentine history has been made.

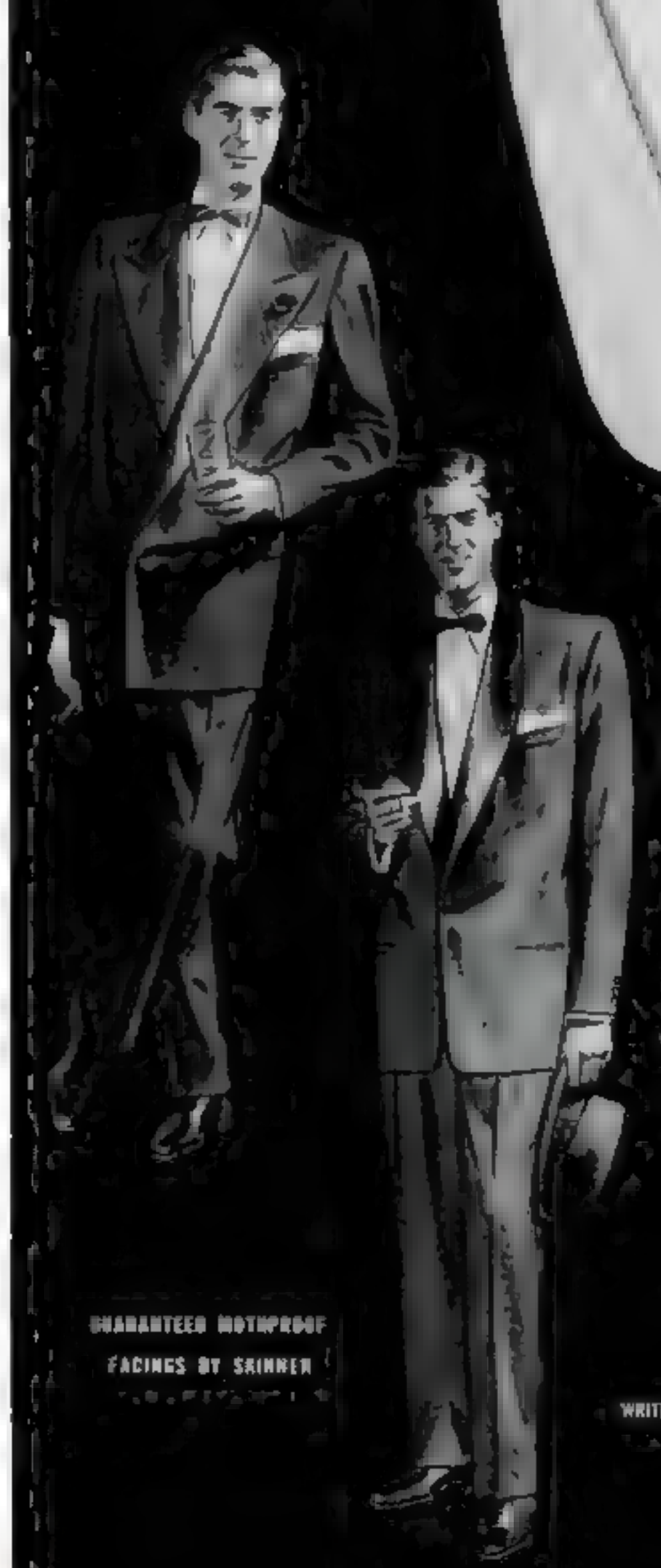
Within a few weeks the minister of labor had become a virtual messenger boy and Evita was running the show. Far from being a rattle-brained blonde, Evita soon showed herself to be a serious-minded young woman with keen political sense and purpose. She worked a frantic dawn-to-midnight routine. Her interviews, with everybody from diplomats to butchers, from ministers to chorus girls, began to run into the hundreds daily. Her public meetings, including taxicab drivers' rallies and assemblies of beer workers, could soon be counted by the dozen.

CONTINUED ON NEXT PAGE

INFORMAL COMFORT IN FORMAL WEAR

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BY RUDOFKER

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# "Stomach Upset" do this to you?

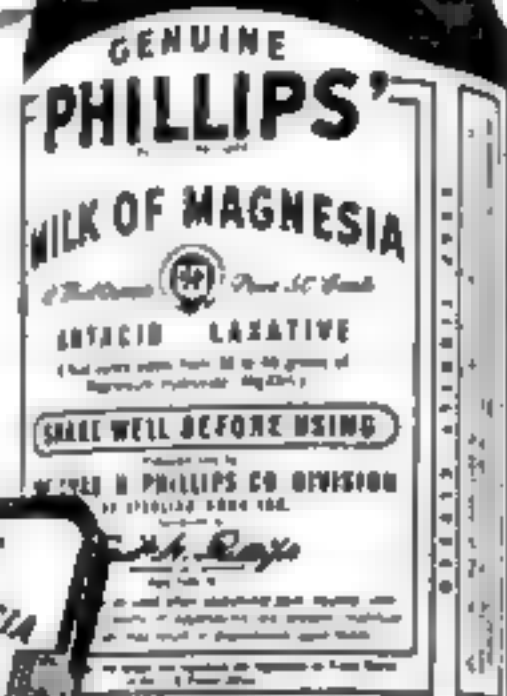


**You can sleep soundly tonight... start tomorrow feeling bright**

If you lie in bed for hours trying to get to sleep, the reason may be acid indigestion. But this condition—which frequently accompanies constipation—can be relieved with amazing speed by taking Phillips' Milk of Magnesia. Phillips' is one of the fastest, most effective stomach acid neutralizers ever discovered. It eases away your acid indigestion so quickly that you're soon deep in sleep. And because Double-Action Phillips' is also a wonderful laxative, it brings you gentle, effective constipation relief when morning comes...so you start your day feeling bright as a silver dollar.



Liquid Phillips' is available in 75¢, 50¢ and 25¢ bottles. Phillips' Tablets in \$1.00, 50¢ and 25¢ sizes



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**NEW COUGH DROP**  
*The One and Only*  
*cough drop that*  
**BATHES your THROAT**  
WITH PLEASANT SOOTHING LIQUID MEDICINE



**LIQUID CENTER COUGH DROPS**

**DOUBLE QUICK DOUBLE ACTION COUGH RELIEF**

Liquid Centers are bringing quick relief to those with racking, sleep-robbing and exhausting coughs due to smoking and colds. Try this new, handy type of treatment. It combines the convenience of a cough drop with the effectiveness of a liquid cough medicine.

Packed in beautiful metal container

**12 TREATMENTS 25¢**

**SO HANDY FOR POCKET, PURSE OR BEDSIDE**

Give her the Christmas Gift she'll cherish forever—a

**LANE** CEDAR HOPE CHEST

*Merry Christmas Darling!*



No. 2221—Beautifully finished 19th Century Mahogany Hepplewhite design, with full length drawer in base.  
**\$79.95**

**The Lifetime Gift for Daughter — Sweetheart Wife — Sister — Mother**

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at all furniture and department stores  
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Write attention Dept. L45 for any information desired.

## EVA PERON CONTINUED

By happy coincidence the times were such that Evita had a golden chance to do much more for the workers of the Argentine than shake their hands. These days the government was buying up private utilities—railroads from the British and telephones from the Americans—and so tens of thousands of workers (and voters) were becoming new government employees. Good politics dictated good wage rises, and Evita was lavish. When the railroad workers asked for a general 40% raise, Evita declared, "I think they should get 50%," and they did. When the telephone workers started bargaining by asking for a 70% raise while really hoping for 30%, Evita saw that they got 70%.

Quickly, the unions and Evita displayed a real and mutually rewarding affinity for one another. She encouraged them to bring their wage disputes to her for arbitration, usually giving them all they asked and often a little more for good measure. Meanwhile, at union gatherings throughout the country, Evita was madly acclaimed as labor's patroness. Gaudy posters everywhere began to hail her as the "Standard Bearer of the Workers." No longer did people shout simply "Perón! Perón!" Now the cry was "Perón! Evita! Perón and Evita!" Carried by the tide of feeling, the once proudly independent General Confederation of Labor became a virtual auxiliary of the Peronista party. The president confided to a friend happily and truthfully, "Evita deserves a medal for what she's done for labor. She's worth more to me than any five ministers."

If that was accurate, what Evita did in charity work was probably worth another five. With the starched Society of Beneficence out of the way, she started her own "Social Aid Foundation of María Eva Duarte de Perón" with an initial outlay of \$2,100 of her own in it. Within two years the foundation was collecting and spending at a monthly rate of some \$12,000. Her sources of revenue were many and rich. Public employees naturally contributed regularly. All labor contracts stipulated that one half of the first month's rise in pay (usually won for them by Evita herself) must go to her Social Aid Foundation. In addition the unions fast acquired the habit of passing the hat for Evita. Just before last Christmas the railroaders, for example, came through with a handsome check of about \$1.3 million for her.

## A butler bows to charity cases

WHAT Evita does with her charity is not only strictly her own business (she makes no public accounting, of course) but is also a very de luxe kind of charity. Her "Hostels for the Aged," scattered about Buenos Aires, provide elderly destitutes with luxury accommodations for limited periods. A butler bows low to receive the new arrival; a servant obsequiously waits upon him (or her) in a beautifully furnished bedroom; waiters see to every wish in an elaborately appointed dining room. The "Home for Working Women" that Evita has built in downtown Buenos Aires is the swankiest hotel, bar none, in town. Here, for a very nominal rate and brief periods, selected working women are grandly accommodated in plushly carpeted rooms with rich brocade draperies, built-in radios, colored tile baths and such quaintly lovely touches as a fancily shaped atomizer on a handsome dresser. "Obviously," one diplomat's wife remarked, "it's the perfect picture of the room Evita herself used to dream of having."

Evita's fondness for charity in the grand manner was displayed by the vacation she gave last summer for some 600 boys chosen from the poorest, meanest hovels in the country. The boys were taken to Mar del Plata, were lodged in a fine hotel, were fed all the goodies they could consume, were entertained continually at swimming, games and movies and, at the end of their two weeks, dispatched back to their dirty hovels. This is not the professional welfare worker's way to conduct charity, but it is Evita's way.

Day in and day out Evita's audiences give her endless opportunities to help the needy as she feels they should be helped. In these interviews she is at her most decisive and effective. They go like this:

A young schoolteacher from a rural district comes to tell Evita that she's afraid the roof in her schoolhouse is going to cave in and injure her pupils. She has written a series of vain appeals to the authorities. Evita gets the minister of education on the phone, snaps, "See that the roof of this girl's school is repaired immediately."

A dancer arrives to explain that she was hired away from a good job in São Paulo, Brazil on the promise that she would be the featured player at 500 pesos weekly at the nightclub Tabaris. Instead she has been put to work as the bar hostess at 200 pesos weekly. Evita calls the mayor of Buenos Aires. "By tomorrow night I want this girl to have top billing at the Tabaris," says Evita. "And she is to get 500 pesos a week."

There's Pepe, now, who comes from far-off Catamarca. His father





EVITA'S HOSTELRY for Argentine working girls is enjoyed by Margarita Lastra (left), a clerk, and Doris Carcano, a secretary. Portraits are of Peróns.

is suffering from stomach tumors and needs an immediate operation which can be done only in Buenos Aires, and the family has no money. Immediately Evita calls the minister of air to order an air ambulance for the next morning. She phones the minister of health, "Have an ambulance at the airport tomorrow morning and arrange for hospitalization and an operation for this man's father." Then she turns to beaming Pepe. "You'll probably need some money if you're going to stay in Buenos Aires during your father's operation," she says, and she deals out a half dozen 50-pesos notes.

To Pepe, to the dancer, to the schoolteacher and to the thousands like them, the disinterestedness of Evita's politics and the soundness of her economies are academic issues. She helps. That is enough. Let the wry and witty rich smirk at the propaganda posters that proclaim Evita "The Madonna of the Humble" and "The Lady of Hope." Their laughter never fed a hungry man.

Evita's philanthropic warmth vanishes immediately when she finds herself embroiled in intramural political warfare within her husband's government. No field could be more remote from her designated interests than foreign affairs; yet here one finds two of the sternest lessons in how stiff Evita can be in a fight.

Her gravest feud was with Foreign Minister Juan A. Bramuglia. The clash had a number of isolated, petty provocations all revolving around the fact that the foreign minister believed himself competent, without benefit of Evita's guidance, to be foreign minister. Because Bramuglia's capability matched his honesty, he was a tough opponent. Evita's main tactic was simple and deadly: she ordered a boycott of Bramuglia's name in all Peronista newspapers—even while he was president of the United Nations Security Council, when he visited the U.S., even when he returned to Argentina to be greeted at the dock personally by Perón himself. The press ban at one point went so far that editors were scissoring Bramuglia's figure out of group pictures. The campaign was as effective as it was naked. It all got so on Bramuglia's nerves that he finally resigned.

Equally effective were the tactics she used against the Count of Motrico, Franco Spain's ambassador to the Argentine. At a time when neither country had any friends anywhere, Spain and Argentina *abrazed* each other in close commercial and cultural relations. The able count wheedled some \$350 million worth of wheat and meat out of Argentina—but he injudiciously boasted that Spain was paying for them largely with medals and decorations for the Peróns. He also began to gossip too glibly about Evita, and embassy servants reported what he said. Evita arranged a little party for the count, inviting him to her office and keeping him waiting a couple of hours. Then she arranged that he could not fail to eavesdrop on one of her tirades against both the count and Spain. "What dirty old obscenity of an ungrateful Spaniard!" was the purport of her remarks as the count entered her office. In confusion he quickly retired. And until General Francisco Franco named a new ambassador, some 20 ships laden with wheat for hungry Spain were held at anchor in the Plata River.

Evita has changed considerably since becoming first lady. For

CONTINUED ON NEXT PAGE

# Bendix *Front Row* Television

the Picture with the —



Like all Bendix models this smart 17" mahogany console with doors has a built-in antenna, rectangular black tube, simplified tuning and color converter connection.

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# FOR A "SCENTIMENTAL" CHRISTMAS...

FRAGRANT GIFTS BY *Wrisley*

Wonderfully fragrant Wrisley Gifts, just waiting for Santa's touch. They're all a delight to use lovingly and lavishly, all brightly gift-packaged for the whole family's Merry Wrisley Christmas.



**WRISLEY Bubble Bath**  
Billions of bubbles... sweet-scented for regal bathing... wonderfully refreshing.  
**\$1.00** plus tax



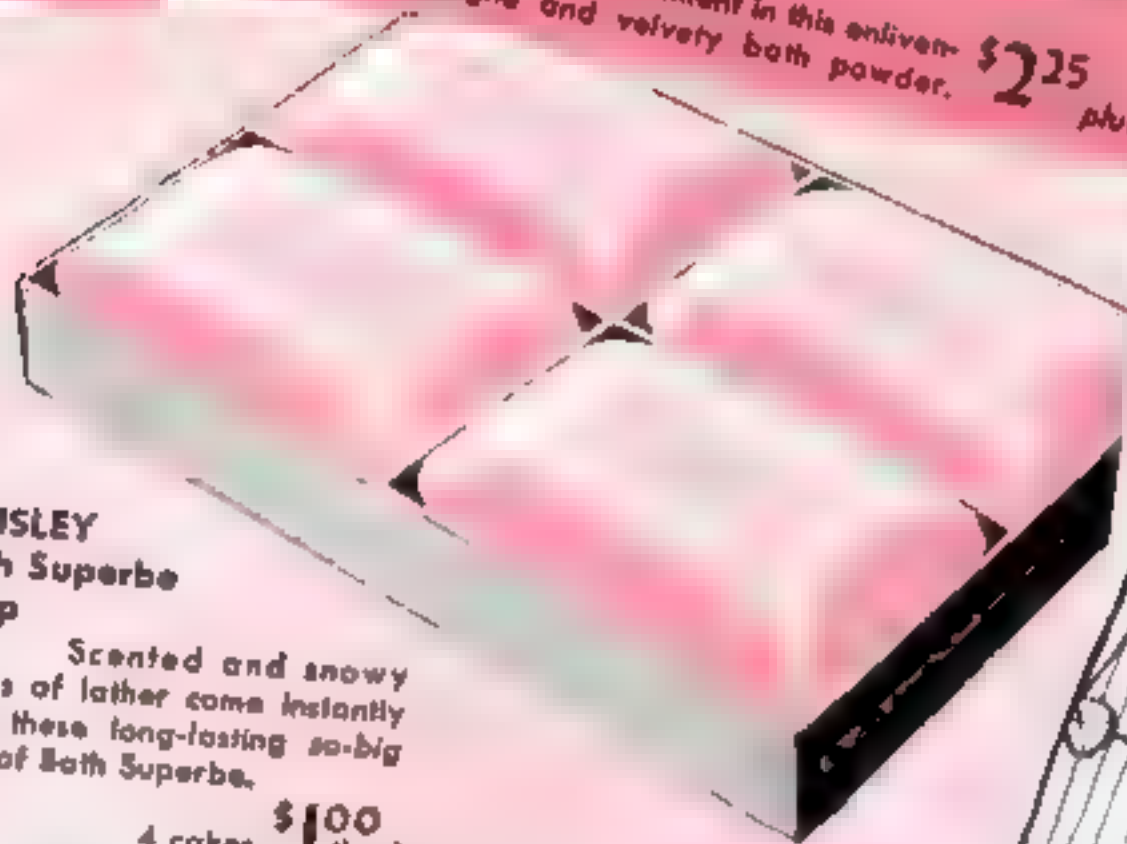
**WRISLEY Petite Fleurs Cologne and Soap**

Fragrant sorcery in this dressing-table bottle of brisk cologne, and in these pretty-pretty oval cakes of quick-lathering soap.  
**\$1.00** plus tax



**WRISLEY Blue Fern Cologne and Bath Powder**  
Wood-nymph enchantment in this enlivening cologne and velvety bath powder.

**\$2.25** plus tax



**WRISLEY Bath Superbe Soap**

Scented and snowy clouds of lather come instantly from these long-lasting so-big bars of Bath Superbe.

4 cakes **\$1.00** the box



**WRISLEY Spruce Set For Men**

Shave Bowl, Lotion, and After-Shave Talc... as spirited and invigorating as all out-doors. Pine scented. Man-sized for months of contented shaving.  
**\$2.75** plus tax

## EVA PERON CONTINUED

one thing, she dresses a lot better, which is not surprising in view of the \$40,000 or more a year that she spends with the ranking designers of Paris. Evita buys up to a dozen dresses a year from each of the four or five top Paris designers alone, depending on the collections. (Last spring the orders included five dresses from Balmain, three each from Dior, Fath and Rochas.) Her jewelry and furs are on a matching scale. Over the years, too, her hairdos have undergone changes that tell a lot about the wearer. The long, fluffy, flip-pant bob with curls which she used to favor has gradually given way to the present hairdress drawn severely from the brow back toward a low chignon. It gives Evita the appropriate look of a woman of purpose—and one who has, of recent years, gained greatly in poise and assurance.

Some newcomers to Buenos Aires are surprised to see Evita up and about at 8 or 9 a.m., attending a street cleaners' rally, dressed superbly in a Dior creation and adorned with Van Cleef jewelry. But here, as in so many cases, her political instincts are sound. To many a *descamisado*, Señora Perón is Cinderella come to life, and should she not dress accordingly?

Along with Evita, the whole family from Los Toldos has prospered in the last three years. Thanks, of course, to her, brother Juancito is Perón's private secretary, also one of the big operators on the Buenos Aires stock exchange. One of her brothers-in-law is a customs official. Two others, who died recently, were a senator and a supreme court justice. Evita's mother lives quietly and modestly in Buenos Aires. Elisa, the wife of the late senator, is the only one besides Evita who has shown any aptitude for politics, and that only in a small way: she is the political boss of Junín, the old home town. Unlike Evita, who never sets foot in the place, Elisa frequently goes back to enjoy the pleasure of lording it over the town's once ruling families.

Evita is much too steeped in her work to do much strutting. She rarely goes out at night and, in fact, despite her wardrobe, generally leads a rather Spartan life. Her home life is austere, even though the president's two official homes and his one big private home are quite comfortable and big. The time is long past when Evita yearned to be accepted by society, to be recognized by the "best people." She no longer cares. She needs and asks for no false props. She has a stature and a purpose of her own. Be it good or ill, her will rules the Argentine.



DIPLOMATS COOL THEIR HEELS when Evita is receiving *descamisados*. This Peruvian envoy was nearing end of third day of waiting for audience.





Again...as we have every year  
since 1760, the makers of **Old Gold**  
cigarettes wish you a Merry Christmas  
and a Happy New Year.

*P. Lorillard Company*  
Established 1760



ONCE AGAIN... IT'S CHRISTMAS



When Friendship speaks the Magic Words

**"Merry Christmas!"**

**From San Francisco's** highest hills to New York's tallest towers—from windy Chicago and the Twin Cities to balmy Miami and New Orleans—in cities, in towns and villages all over the U.S.A.—everywhere it's Christmas!

**"Merry Christmas!"** With what swift magic these welcome words smooth away the little cares, the petty irritations

*"Only the finest is fine enough for Christmas..."*



EVERYWHERE



of ordinary living. With what deep joy they fill the heart, as friend greets friend with friendship's happiest salute!

**Surely only the finest**, the most desired of gifts, is fine enough to accompany these words. For years, those who welcome the luxury of fine whiskey have particularly welcomed the gift of Seagram's finest American whiskey...7 Crown.

**In fact**, for years, more season's toasts have been pledged in 7 Crown than in any kindred holiday cheer.

**So**, may we suggest to you who have friends with a taste for fine whiskey that you be sure to give the gift they will most surely appreciate... Seagram's 7 Crown! A truly grand way to say... "Merry Christmas!"

*give* **Seagram's** *and be Sure of the finest*

SEAGRAM'S 7 CROWN. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK







*Scotties*   
are softies !

Scotties are thrifties too!

Here is the cleansing tissue that meets the tissue requirements of the whole family! Scotties are soft and snowy white yet they have 2-way strength for practical family use. You can sneeze and "blow" into

Scotties and they don't go to pieces. Scotties don't crumble when you remove make-up. And you'll see how thrifty they are for children and grownups when you compare their value with all others.

 another tissue by **Scott** that's "soft as old linen"

"Scotties," "Soft as old linen," Reg. U. S. Pat. Off.





GOGGLE-EYED WITH GREED, TREE FROG CLUTCHES RIM OF JAR AND REACHES FOR MEAL WORM. THREE MEAL WORMS OR ONE GRASSHOPPER IS A WEEK'S DIET

## THE TREE FROG IS A COMICAL PET

Except for small boys, almost nobody ever has any desire to keep frogs around the house as pets. But Robert Hermes of Buffalo, N.Y., who is 49 years old, has had as many as 27 tree frogs bouncing around his home at one time, and he insists they make wonderful pets. He captures them on spring nights around the edges of ponds, locating them by their mating songs and then blinding them by shining a flashlight in their eyes. As pets, tree frogs, which vary in size from

less than one-half inch to more than five inches in length, are completely unaffectionate and unable to recognize even members of the family. After a few days in captivity they hardly ever sing, producing no more than an occasional croak or chirp. But they have comical eating habits which more than make up for any emotional shortcomings. When first captured and placed in glass jars they are timid, and Hermes gives them their weekly meal on a white table-

cloth so that they can see their food. But once accustomed to their home they grow confident and can be fed by hand, their greedy eyes bulging and mouths gaping (*above*). A sticky tongue hauls the food into the mouth. Then by depressing its eyes, the tree frog forces the food into its stomach. Hermes has found meal worms, which he raises himself, and grasshoppers to be the best diet, but tree frogs often bite the finger that feeds them, mistaking it for a tasty worm.



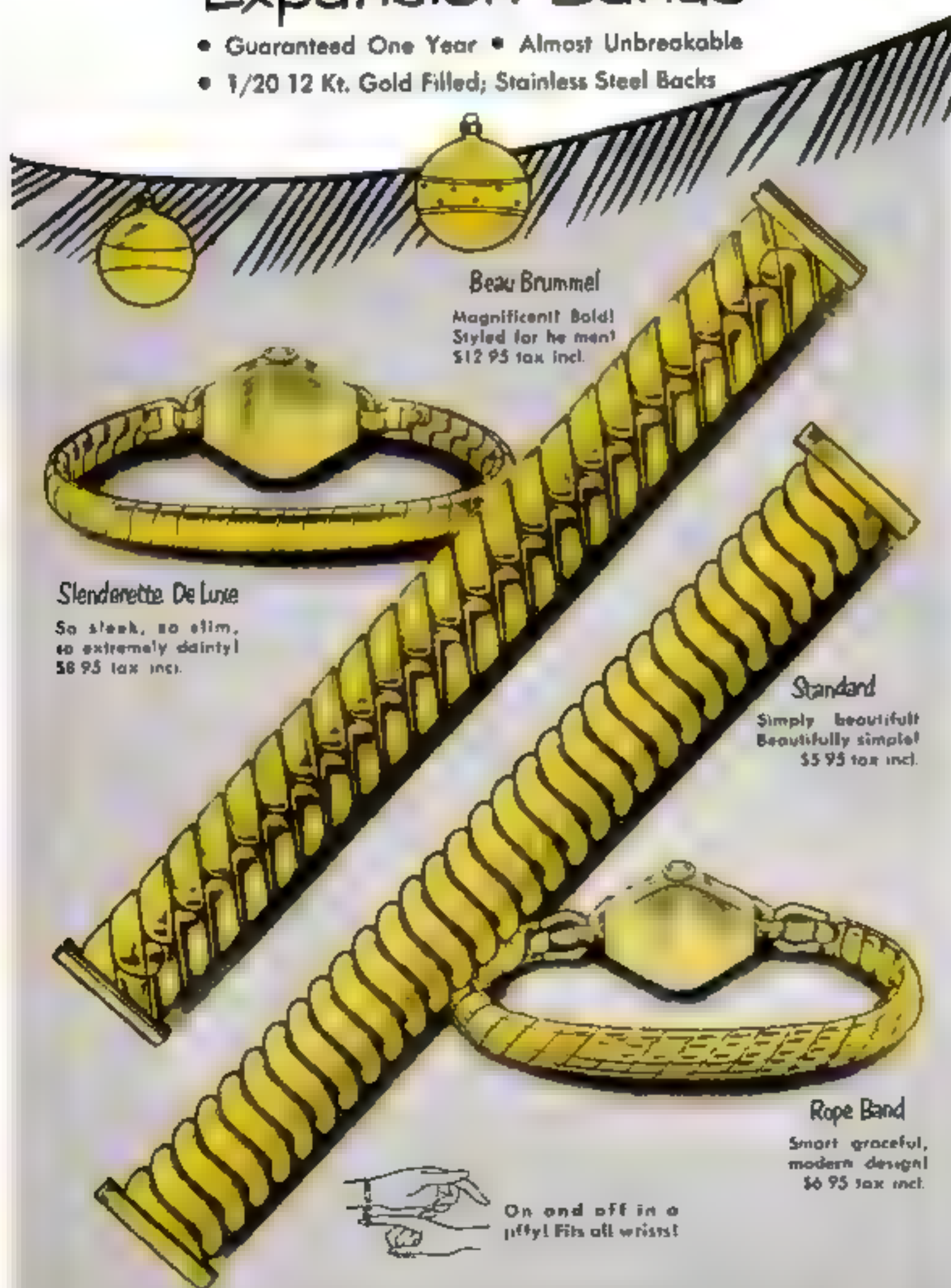


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## Pet Frogs CONTINUED



**GORGING** on a grasshopper, tree frog pauses to digest. Frogs are kept in jars with an inch or so of water, sometimes given small branches to climb on.



**LEAPING** as much as 20 times its own length, frog extends its feet for safe landing. Sticky pads on toes help frog climb trees, cling to vertical surfaces.



**CLIMBING** twigs, frogs go after food. Because they are very nimble, Hermes is always crawling under furniture to catch those that escape from jars.

CONTINUED ON PAGE 89



# Guard Against Throat-Scratch

*— enjoy smooth smoking —*



PALL MALL's

greater length of fine tobacco

travels the smoke further...

filters the smoke

and makes it mild

**PUFF BY PUFF... YOU'RE ALWAYS AHEAD**

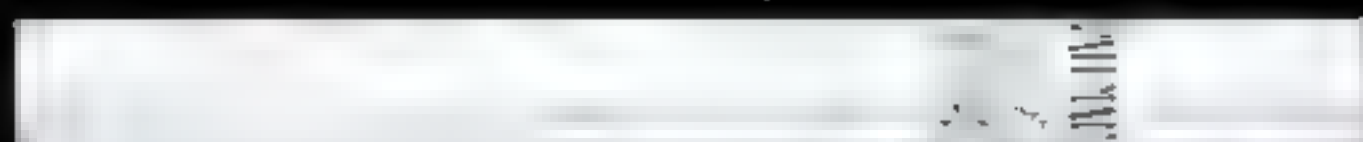
Take 5 puffs

or 10...

when you smoke

**PALL MALL**

or 17...



Puff by Puff



You're Always Ahead

**STUDY THE PUFF CHART!** At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette. Moreover, after 5 puffs of each cigarette—or 10, or 15, or 17—PALL MALL still gives you a longer, natural filter of fine tobacco—guards against throat-scratch.



*Outstanding...and they are mild!*



Good?  
That's for  
sure!



"Eight  
kinds  
and  
all  
perfect,"

says  
HUGH  
BLINE,  
your  
Barman  
in a  
Bottle!

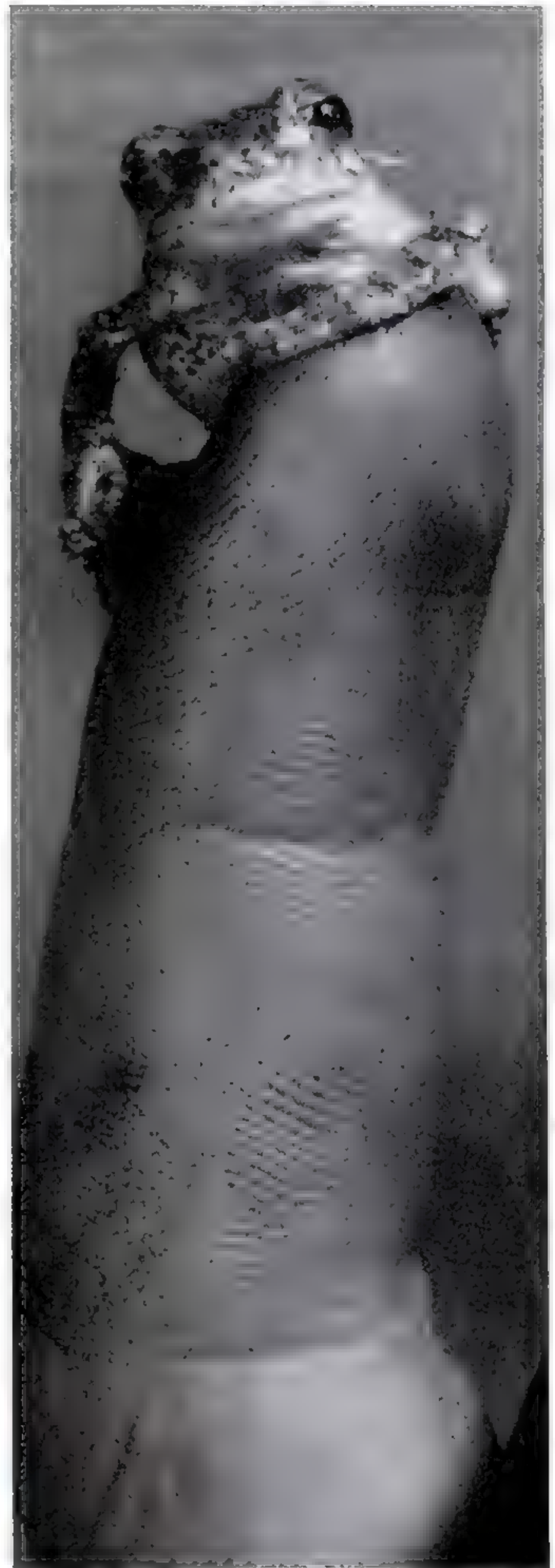


■ Rest easy when you serve Heublein's ready-mixed cocktails. All you do is add ice and pour—your guests will report: "Superb!" The finest liquors are thoroughly inter-married in these wonderfully smooth cocktails. *Always ready, always right.*

MANHATTAN, 65 proof  
EXTRA DRY MARTINI, 65 proof  
OLD FASHIONED, 70 proof  
GIBSON, very, very dry Martini, 75 proof  
WHISKEY SOUR, 60 proof  
STINGER, 65 proof  
SIDE CAR, 60 proof  
DAIQUIRI, 60 proof

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HEUBLEIN'S  
*Club*  
COCKTAILS



LIKE A FLAGPOLE SITTER frog perches on tip of finger. Hermes' frogs get over initial fear of people, but they very seldom breed while in captivity.





Christmas Treasure  
made to her measure

# Corette's

## COVA-BRA\* SLIP

Charming new version of the famous slip that covers the bra\* all around! Bodice lavished with Alençon-type lace and appliqué embroidery . . . lace-laden, straight-cut skirt proportioned to her own length. In fine rayon crepe with wide adjustable nylon ribbon straps! Corette's enchanting Blush Rose or White. About \$6.

**IMPORTANT! TO ORDER BY MAIL**  
see your nearest dealer's advertisement of Corette's Cova-Bra Slip in your local newspaper Sunday, December 10th and address coupon to that store.

Please send me the following Corette Cova-Bra Slips at \$

QUANTITY	SIZE	COLOR
DATE SIZE	up to 5'4" with heels	
Sizes 31 to 39		
AVERAGE	5'8" to 5'10" with heels	
Sizes 42 to 46		
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# Great new 1951 G-E

**General Electric Refrigerators give you much more storage space than most refrigerators now in use . . . yet they occupy no larger floor area!**



**Space for everything...**

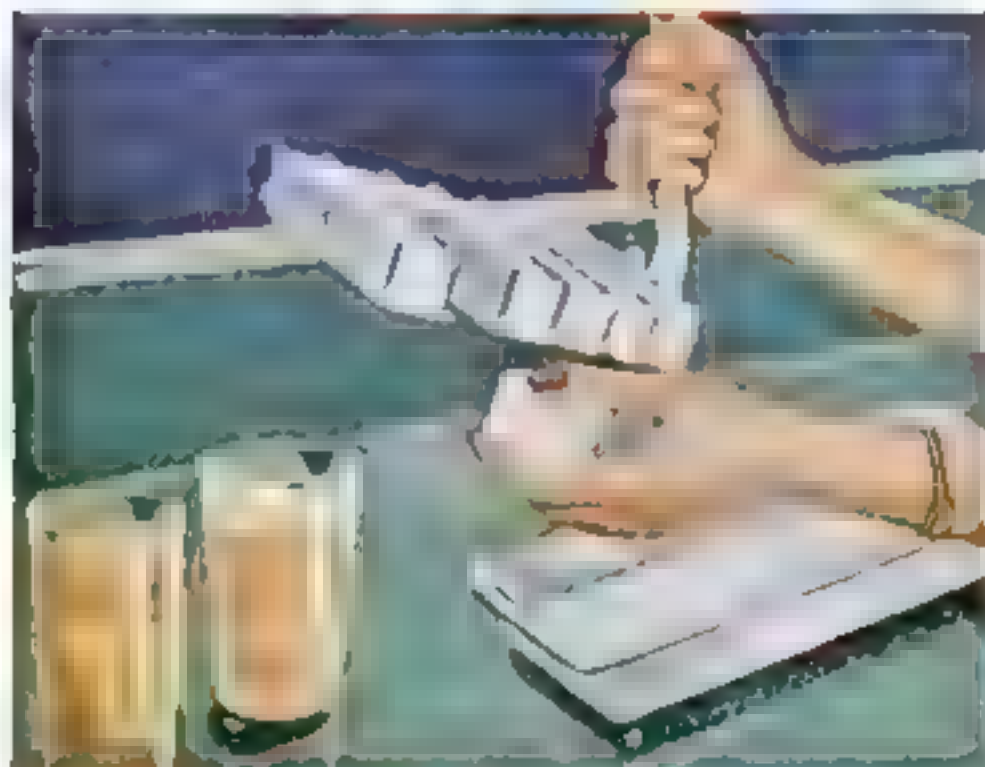
*... and everything's in its place.* All the food you see here can easily and quickly be placed in one of the new 10-cu-ft G-E Refrigerator-Food Freezer Combinations!

There's so much space for meats, fruits and vegetables in the fresh-food compartment . . . and the food freezer stores so many, many packages of frozen food . . . that

you need shop only when you feel in the mood!

The new General Electric Refrigerators give you 25% to 50% more storage space than most refrigerators now in use, occupying the same floor area. Furthermore, there's a *special place* for everything. No more groping to find exactly what you want!

**These new, wonderful convenience features are standard equipment in all General Electric Refrigerator-Food Freezer Combinations!**



## **NEW! REDI-CUBE ICE TRAYS**

Now, for the first time, you can pick out cubes *singly*, and return the rest—still in the dividers—to the refrigerator. Cubes will not drop out! It's another General Electric first!



## **NEW! VEGETABLE ROLLA-DRAWERS**

New Rolla-Drawers, on rubber-tired wheels, roll *quietly*! Easy to keep clean. Dewy cold in drawers helps keep vegetables garden-fresh! Each drawer holds 12½ quarts.



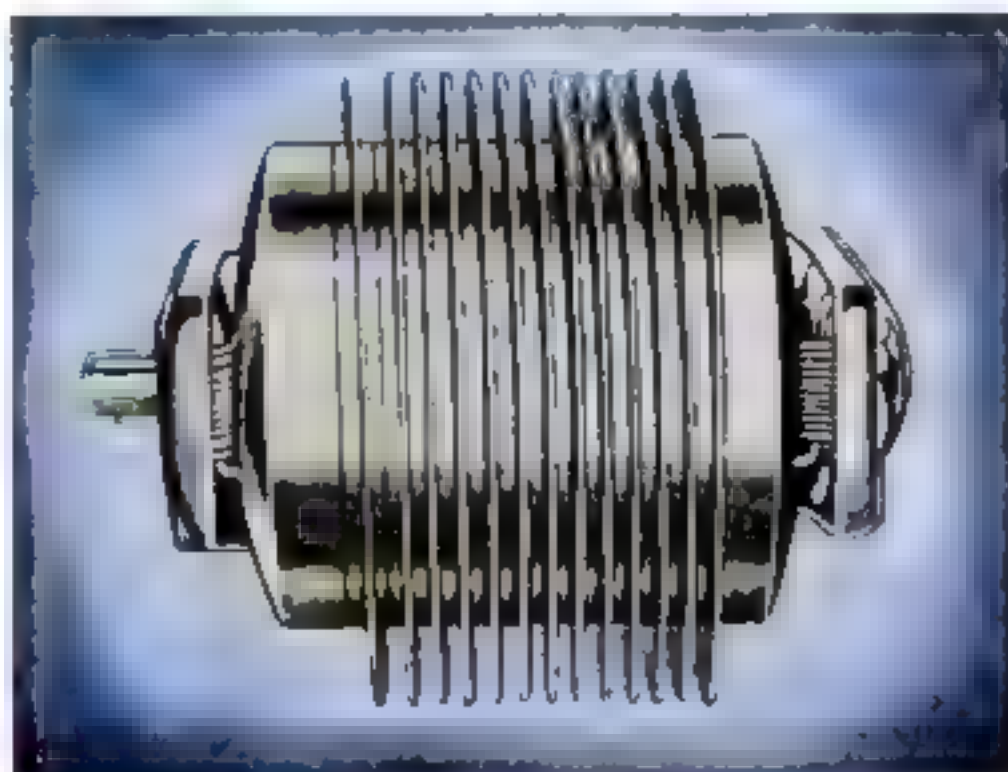
## **SPECIAL BUTTER CONDITIONER**

No more hard butter! Special conditioner, mounted in refrigerator door, has a special electric element that keeps a full pound of butter at best *spreading* temperature!



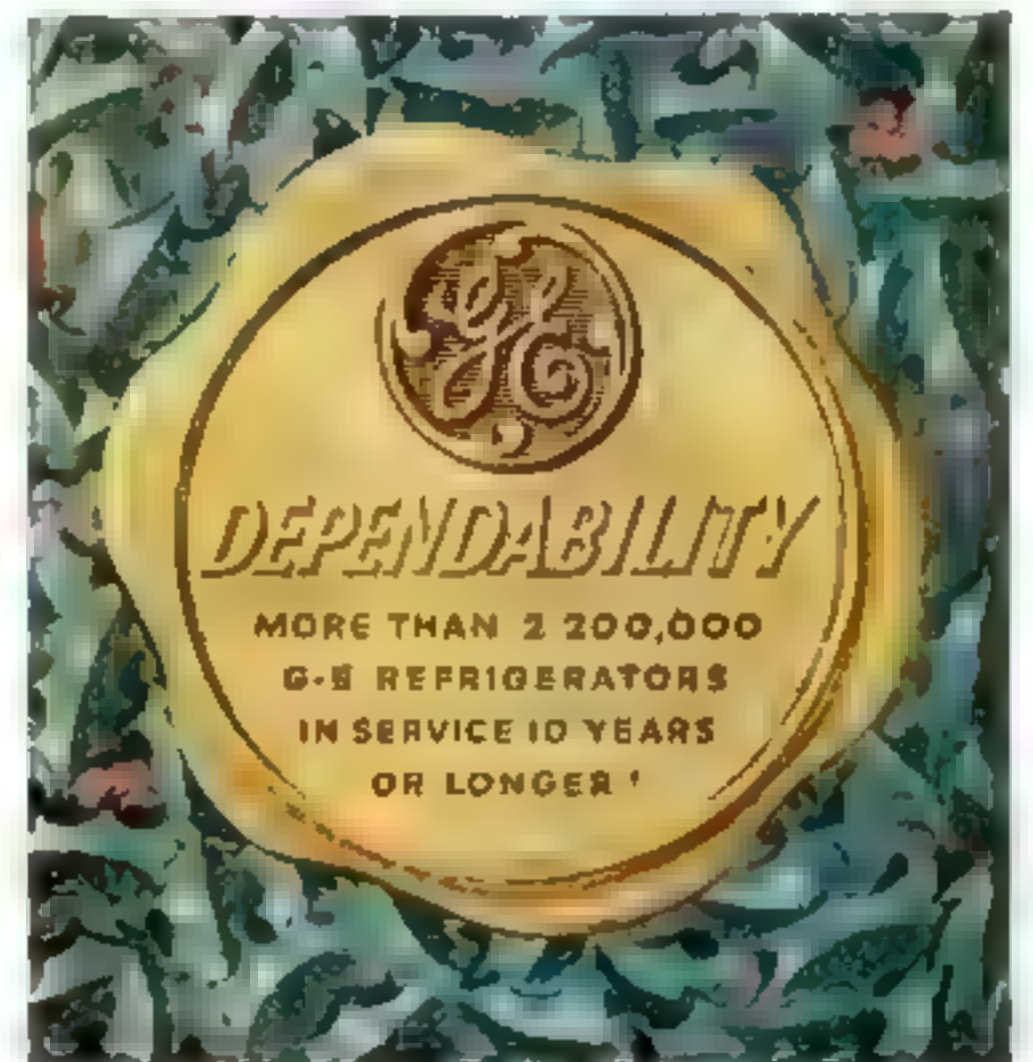
## **NEW! STURDY ALUMINUM SHELVES**

Long-lasting aluminum shelves, which will not rust, are highly polished and slide forward easily. Notice the new, narrow wire spacing which helps prevent even the *smallest* bottles from tipping! A real advantage!



## **NEW! IMPROVED MOTOR AND INSULATION**

To assure more quiet operation than ever, there's a new G-E motor and a new spring mounting! New, higher-efficiency Fiberglas insulation in the cabinet makes a worthwhile reduction in operating cost!





# Refrigerators

**GIVE YOU UP TO 50%  
MORE FOOD SPACE!**



**T**HIS CHRISTMAS, surprise that lovely wife of yours with one of the most wonderful refrigerators money can buy—a General Electric Refrigerator-Food Freezer Combination that has space for everything . . . that assures you of dependable, economical operation year after year.

No other refrigerator gives you all the special convenience features shown on these pages . . . no other refrigerator can match the

General Electric record for dependability!

More than 2,200,000 General Electric Refrigerators with sealed refrigerating systems are still performing faithfully after 10 years. Many as long as 15 and 20 years, and longer.

Why not see your nearest G-E dealer today? You'll find him listed in your classified telephone directory under General Electric Refrigerators. General Electric Company, Bridgeport 2, Conn.

**Here are two different refrigerators . . .**

**each the finest of its type in the world. See which one you should own!**



**NEW!** In this model NHX-10II there's a separate refrigerator plus a separate freezer. Each has its own door. In addition to the conveniences on the opposite page, it has these features:



**NEW!** Alnico Magnets grip the door shut, seal it completely all the way around. No more latches. No more slam!



Frost does not build up in the fresh-food section. Uncovered foods do not dry out! Foods remain crisp and fresh longer!



**NEW!** Foot pedal opens lower door. Hands not needed to open the Alnico Magnetic Door to the fresh-food section!



**NEW!** This efficient refrigerator (the G-E model LF-10II) has one outer door, and an inner door for the freezer section. In addition to the conveniences on the opposite page, it has these features:

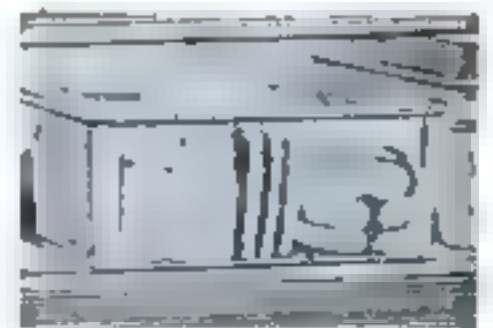


**New, balanced design** assures best air circulation. New G-E principle gives you safe refrigeration throughout

the entire cabinet, automatically. Balanced design automatically controls cabinet temperature over a wide range of room temperatures.

**No More Drip Problem!**

It eliminates the troublesome drip problem by minimizing and collecting moisture before it can reach food. Defrosting is no chore in this General Electric Refrigerator!



**NEW!** Break-resistant meat dish that is really deep and spacious! Large enough to hold your biggest week-end roasts!

**NEW GENERAL ELECTRIC REFRIGERATOR-FOOD FREEZER COMBINATIONS**

**GENERAL**  **ELECTRIC**



# You know at a glance when he's "UNDER PRESSURE"

You only have to look at your man to know when he's "under pressure." His eyes give him away, his way of talking, and sometimes—though he'd never admit it—his disposition.

Your choice of a hot mealtime drink can help relieve that "pressure." Does the one you're serving lift him up . . . or key him up?

Invigorating tea helps relieve his mind—and yours—of any thought that you won't sleep. See if its clean, dry taste doesn't make everything you eat taste better. Try tea for seven days (at dinner, for example) and see if it doesn't help relieve the pressure of your day and make you feel better.

Timely note: tea costs less—far less—than any other beverage you can serve.



## for dinner, serve him

# tea



### TO MAKE GOOD TEA THE STEPS ARE THREE

- 1 Have the water for your tea  
Boiling, boiling merrily!



- 2 Tea bag or teaspoon it matters not—  
One for each cup and one for the pot.

- 3 Don't skimp the time in which  
you brew it  
Three minutes or more, no less  
will do it!

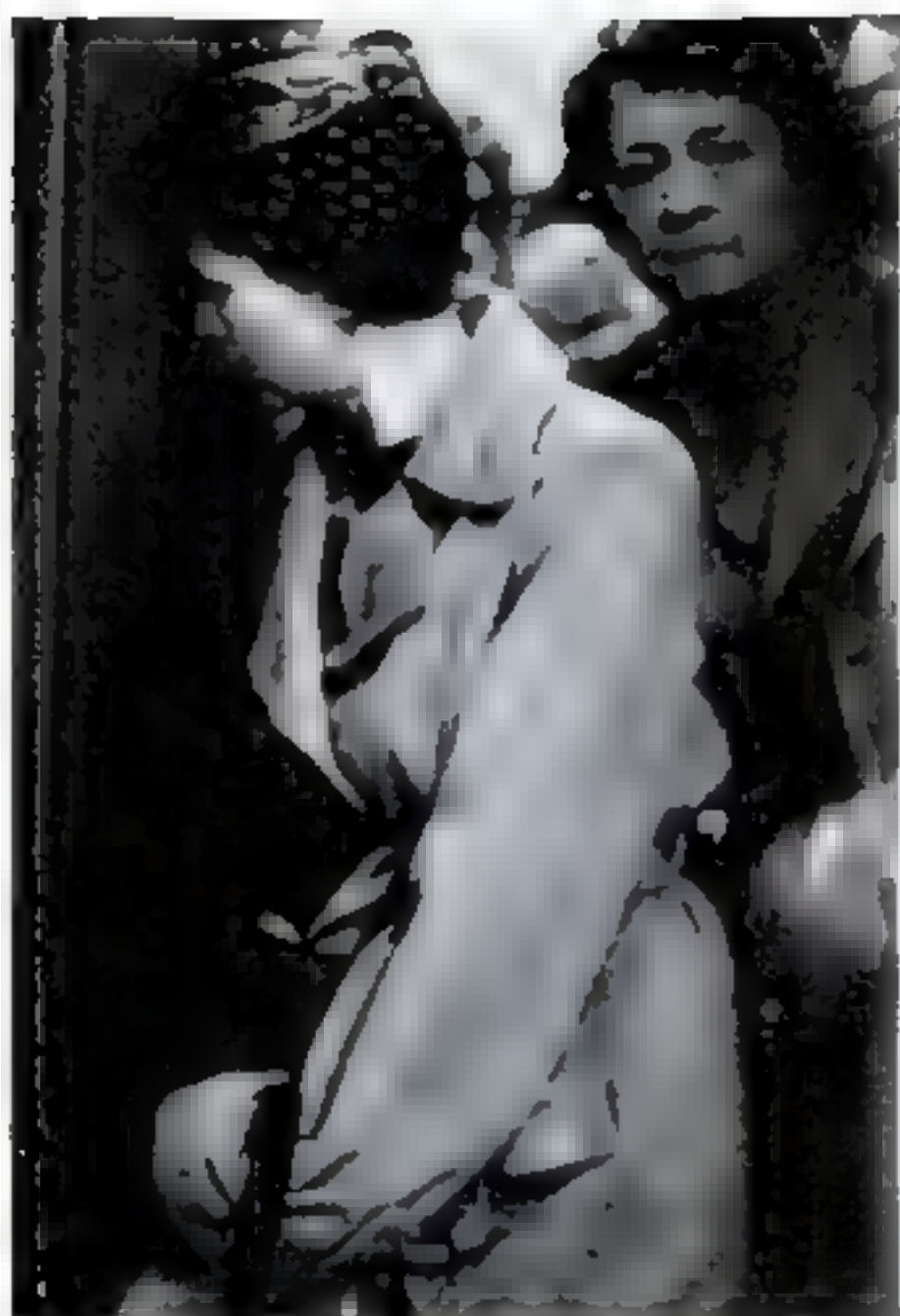


IT'S FUN TO EAT OUT.  
And when the waiter  
asks, "What do you  
want to drink?" think  
to say, "Tea." More  
and more restaurants  
today pride themselves  
on the way they brew it.

P.S. For Iced tea use half again as much tea and plenty of ice.

Tea Council





IN 1948, WHEN WILLARD GOSLIN WENT TO PASADENA, CALIF. TO BECOME SUPERINTENDENT OF ITS \$15 MILLION SCHOOL SYSTEM, HE HAD A FINE REPUTATION AND PASADENA WAS HAPPY TO GET HIM. BUT ALMOST IMMEDIATELY HE RAN INTO TROUBLE. A STRONG ADMINISTRATOR, HE ANGERED WEALTHY PARENTS BY TELLING THEM THEY COULD NOT SEND THEIR CHILDREN TO PUBLIC SCHOOLS OUTSIDE THEIR OWN NEIGHBORHOODS TO AVOID LETTING THEM MIX WITH "UNDESIRABLE" CHILDREN, AS WAS PASADENA'S CUSTOM. HE ALSO FAILED TO CONSULT BUSINESSMEN ABOUT THE SCHOOL BUDGET, WHICH HIS PREDECESSOR HAD BEEN CAREFUL TO DO. WHEN HE ASKED FOR HIGHER TAXES TO BUILD NEW SCHOOLS THE BUSINESSMEN CALLED GOSLIN EXTRAVAGANT AND DEFEATED THE TAX BILL.

## MAN OUT OF A JOB

**Pasadena tries too late to hold on to its school superintendent**

In 1948, when Willard Goslin went to Pasadena, Calif. to become superintendent of its \$15 million school system, he had a fine reputation and Pasadena was happy to get him. But almost immediately he ran into trouble. A strong administrator, he angered wealthy parents by telling them they could not send their children to public schools outside their own neighborhoods to avoid letting them mix with "undesirable" children, as was Pasadena's custom. He also failed to consult businessmen about the school budget, which his predecessor had been careful to do. When he asked for higher taxes to build new schools the businessmen called Goslin extravagant and defeated the tax bill.

Last month criticism of Goslin took a serious turn. A militant citizens' group accused him of permitting Communistic influences in the schools—because he continued already established classes in sex education and favored the elimination of report cards. Then, while Goslin was in New York City on business, the school board sent him a telegram asking him to resign.

Until then many citizens, though they admired Goslin, had never bothered to defend him. Now thousands of supporters, including influential businessmen, came quickly to his rescue. But they were too late. The board of education, by a vote of 4 to 1 (*next page*), refused to reconsider its demand, and Goslin quit. He had no hard feelings. "People are worried," he said philosophically, "and they are hunting for scapegoats." After getting a \$23,250 settlement from the school board, Goslin headed for his boyhood home in Missouri to hunt for quail.



AFTER RESIGNING, GOSLIN TAKES LAST LOOK AROUND THE YARD OF MCKINLEY ELEMENTARY SCHOOL



# More casual...more fun when you entertain *The California Way!*



**DON'T** go to a lot of fuss. Serve your guests something simple. But make it *fun*...make it bright. That's the California Way.

What makes it both good and easy is the wine. With wine, you give guests a bright, gay welcome. You give them smooth, velvety flavor to enjoy. You give your party a sparkle that lifts it out of the ordinary.

And you do it so easily, you have

a better time, too. For with wine, you just cool and serve...and join in your own good party.

You can enjoy the California Way of entertaining often. For the wines of California cost only a few cents a glass to serve.

Write for colorful 32-page *California Way* booklet—packed with easy recipes, new menus and party ideas. Send 25¢ in coin to Wine Advisory Board, Box 3135, Rincon Annex, San Francisco 19, Calif.

## Try the California Way with Port Wine

Port, one of the fine wines of California, is a rich, full-bodied dessert wine. Ranked among the world's finest, California Port wine is a favorite to serve with cheese and crackers or cake in the evening.



### School Row CONTINUED

### THESE SCHOOL BOARD MEMBERS OPPOSED GOSLIN



**PAINT CONTRACTOR** Milton Wopschall, board president, was anti-Goslin leader. Board accused Goslin of creating "dissension" in the schools.



**LAWYER** Vernon Byrdolf does not dislike Goslin's educational theories but voted against him because "he didn't know how to handle the press."



**MORTICIAN** Lawrence Lamb has three children in Pasadena schools, voted to ask for the resignation of Goslin because he was "a storm center."



**RETIRED TEACHER** Harriet Sterling thinks Goslin is "a great educator" but voted with the others because he seldom asked board's advice.

### THESE PEOPLE TRIED TO HELP GOSLIN KEEP JOB



**HOUSEWIFE** Gladys Rinehart, only member of school board to vote for Goslin, holds stack of mail she got from people agreeing with her stand.



**MANUFACTURER** Philip Fogg organized support for Goslin, plans to try ousting two members of board next year when they run for re-election.



# "Even Makes Me Want to Shave!"

Push-Pull, Click-Click!  
Change Blades That Quick!



THIS CHRISTMAS GIVE THE GIFT  
THAT'S SURE TO "CLICK"

## SCHICK INJECTOR RAZOR and BLADES

THE KIT - Perfect for home and travel. Bright Styrene Travel Kit with gold-plated razor and 12 scalpel-sharp blades . . . . .

98¢

THE TRAVEL SET - Handsomely packed in a handy, home and traveling container. Stands upright on shelf. 40 scalpel-sharp blades . . . with gold-plated razor . . . . .

\$2.45

YEAR'S SUPPLY OF BLADES - Colorful Holiday gift package contains 6 injectors - 120 newly designed 1951 blades. Scalpel sharp - they give the world's smoothest, safest, fastest shaves . . . . .

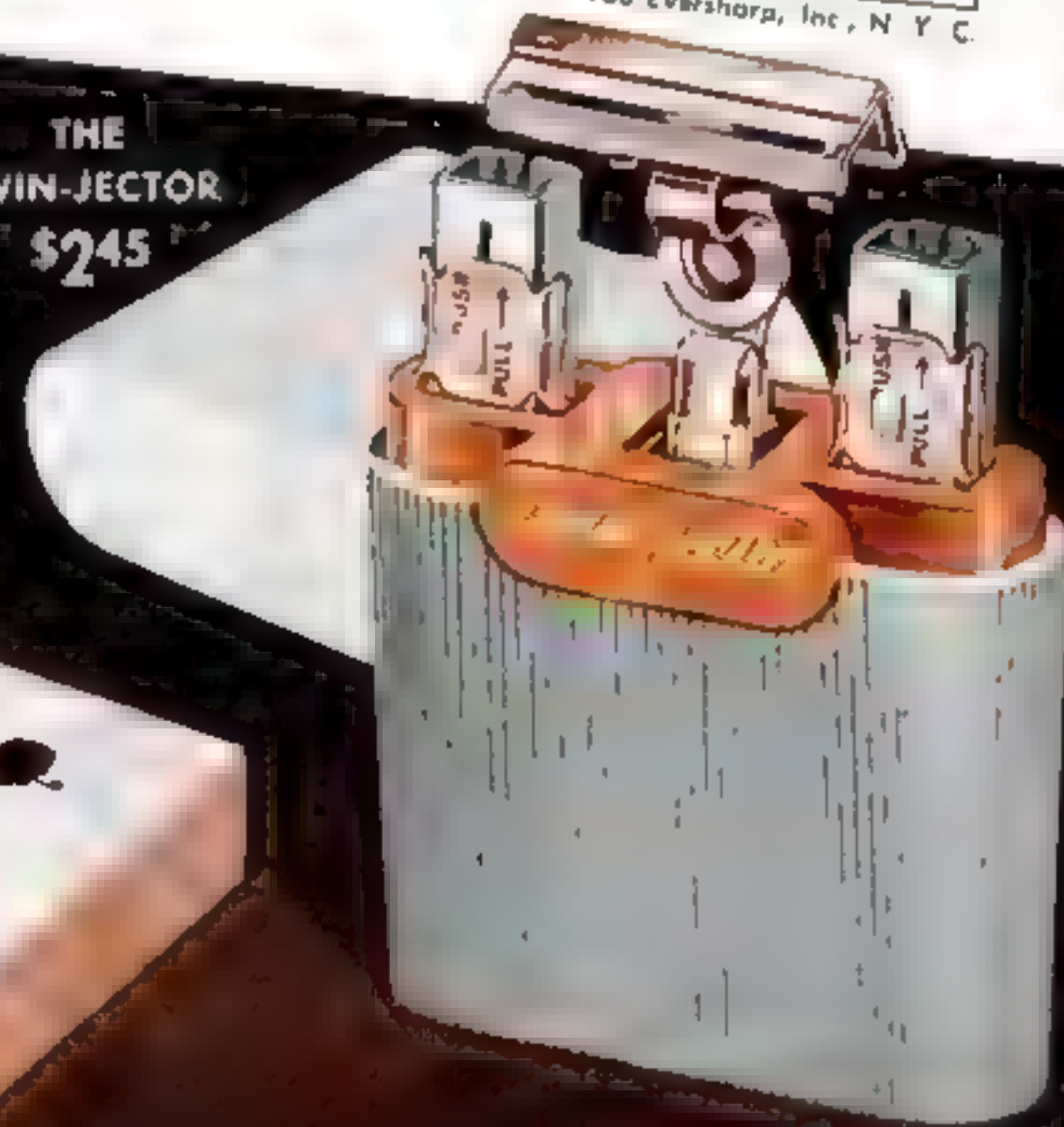
\$4.39

DELUXE GIFT SET - In Styrene Case. A gold-plated injector razor with 36 scalpel-sharp blades only . . . . .

\$1.98

1950 Eversharp, Inc., N.Y.C.

THE  
TWIN-JECTOR  
\$2.45



98¢  
KIT

DELUXE  
GIFT SET  
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YEAR'S SUPPLY  
OF BLADES \$4.39

EVERSHARP-SCHICK  
INJECTOR BLADES





In many respects, Cincinnati is unique. It is the world's leading maker of soap and playing cards. But in respect to LIFE's influence, it is like

every American city. On over half of Cincinnati's citizens, LIFE has an influence more personal and stimulating than that of any other magazine.\*

## What happens when **LIFE** hits Cincinnati?



Cincinnati City Manager Wilbur R. Kellogg: "LIFE's pictorial insight into world, national and local affairs has always been colorful, interesting, and informative."

As a LIFE reader, you may recall seeing in these pages some interesting information about how many and what kind of people read LIFE.

The information, taken from a highly significant research study, shows that 62,600,000 people over age 10 read LIFE regularly or occasionally, and in 13 issues, LIFE reaches all these Americans:\*

- 53% of all home owners
- 57% of all young adults (age 20 to 44)
- 62% of middle and upper economic groups
- 77% of people with some college education

While these figures indicate LIFE's tremendous national influence, they become more meaningful in terms of LIFE's local impact on an American city.

So, in pictures and words on these pages, you'll find the story of what LIFE means in the civil, cultural and community life of Cincinnati. You'll see

how LIFE affects the way people in that city think and plan, buy and sell, live, and enjoy themselves.

In every city, town and hamlet across the nation, LIFE has the same sort of effect.

For with so many Americans reading LIFE, it has become part of the commerce and culture, the entertainment and enlightenment of the entire nation.

\* From the new, important *Accumulative Audience Study* by Alfred Politz Research, Inc.

This study measures the number of people who read a single issue of LIFE (23,950,000 Americans), reveals how this audience grows in thirteen issues to a total of 62,600,000 different people, and analyzes the characteristics of that audience.

The figures quoted on these pages refer to the number of people who read one or more out of thirteen issues of LIFE.



(Advertisement)

## Across the nation...only LIFE has this local impact ...felt in so many ways...by so many people



**Vice-president William A. Blee** of Crosley Division, AVCO Corp.: "With LIFE's selling power, we have increased unit sales of Crosley appliances, TV sets and radios by well over 60%." LIFE's audience includes 70% of American business owners and executives.\*



**Instructor John Singer**, of Cincinnati's Reading High School, says: "I have clipped hundreds and hundreds of LIFE's vivid, informative and comprehensive articles for classroom projects." 7 out of 10 Americans who finished high school are LIFE readers.\*



**Business leader Neil H. McElroy**, Pres. of Procter and Gamble Co.: "In its news reporting, LIFE plays an important part in stimulating community thinking."



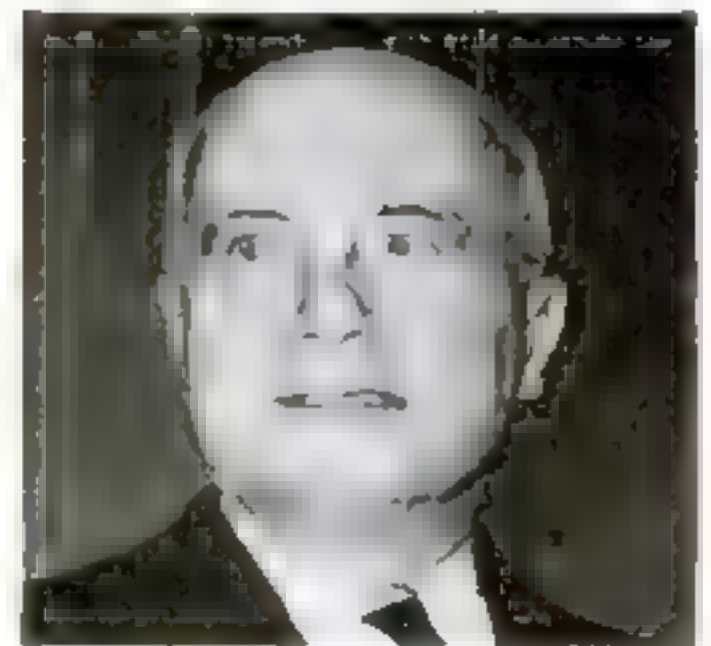
**Retailer J. B. Hall**, Pres. of The Kroger Co., food store chain, recognizes LIFE's appeal to its 31,550,000 women readers.\* His stores regularly feature foods advertised in LIFE. He says: "LIFE's advertising pages create demand that brings in increased sales."



**In LIFE photo essay** about an umbrella salesman were Guy Porter and Helen Dresselhaus, buyers for The Mabley and Carew Co. In their words: "We got hundreds and hundreds of calls from business associates. And our umbrellas went so fast we had to reorder twice."



**City Councilman Charles P. Tuft**: "LIFE has an unusual combination of exciting news pictures and serious presentations of high educational value."



**University President Raymond Walters**: "Many of LIFE's editorials impress me as penetrating and vital, forming a real contribution to American thought."



**Men's wear** is distributed by L. S. Meyer & Co. President Meyer (above left) knows LIFE's effect: "Our records show a marked increase in local demand for Hanes' products since they have been advertised in LIFE." 31,000,000 American men are LIFE readers.\*

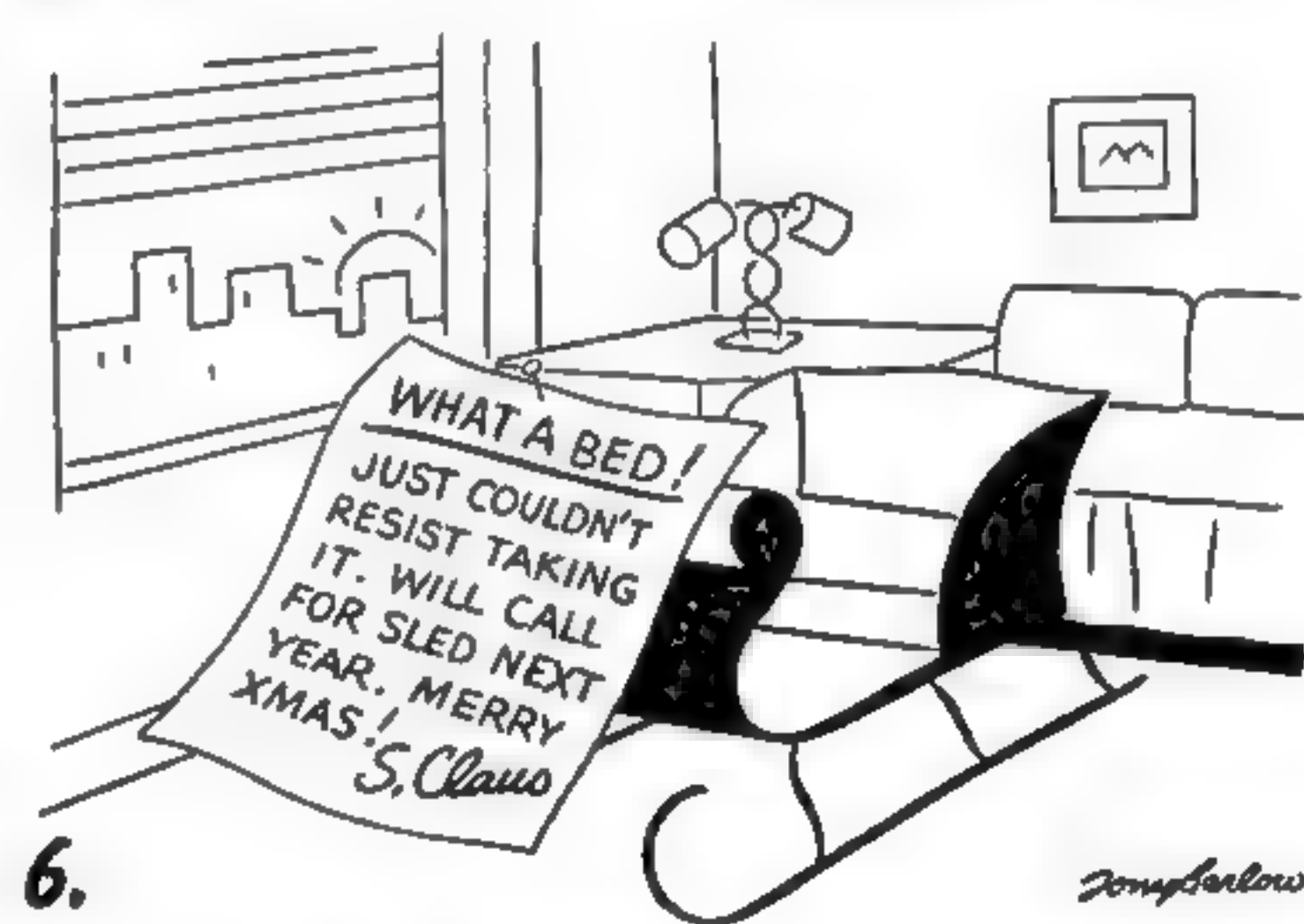


**Women's wear** in LIFE is the basis of many selling events for Shillito's department store in Cincinnati. Says Vice-president of store, Fred Lazarus III: "The response to LIFE-featured items proved again and again the tremendous impact of LIFE magazine."



**Industrialist Joseph S. Stern**, Chairman of the Board of the United States Shoe Corporation: "LIFE is a tower of strength in building up good brands."





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 DETROIT • ST. LOUIS • WASHINGTON  
 STATLER OPERATED: HOTEL WILLIAM PENN • PITTSBURGH







FRANCE

The screeching beasts of Painter Bernard Lorjou (*background*) and the drainpipe figures of Sculptor Robert Couturier (*right*) were outsize samples of the new realist trend in French art.

# Cross Section of Today's Art

VENICE GETS WORK FROM 22 NATIONS FOR ITS BIGGEST BIENNALE

In 1895 the officials of Venice ousted a trained elephant named Tony from the town park, in order to make way for a grandiose new pavilion in which they inaugurated the first Biennale, the grand International Biennial Exposition of Contemporary Art. A timelier moment could scarcely have been chosen, for in that year the great pioneer painters of the modern era—Cézanne, Toulouse-Lautrec, Gauguin—were at the height of their powers, and Picasso and Matisse were just beginning their fabulous careers.

But none of their paintings hung on the walls of the exhibition of 1895.

This year the Biennale held its 25th show and took pains to neglect no aspect of contemporary art. Nearly 4,000 works were sent in by 22 nations, making the 1950 exhibition the biggest contemporary art show in history. On these nine pages *LIFE* presents some highlights from the exhibits, omitting American artists whose work is frequently seen on *LIFE*'s pages.

To the 171,000 visitors who trudged through

the Biennale's acres of art, the explosive Mexican show proved the big sensation. Neither the critics nor the public were much impressed by U.S. entries, dismissing them as "toothpaste abstractions." The real stars of the show were the men of an earlier generation, painters like Rivera and Siqueiros and Matisse and Picasso, whose own work and whose influence on the work of others highlighted the outstanding fact of the Biennale: that the old masters of modern art were still the masters of today.

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Benjamin Palencia  
SPAIN

Oblivious to the innovations and revolutionary antics of their famous compatriots, Picasso, Dali and Miró, the artists of the Spanish exhibition turned their pavilion into a stronghold of conservatism. The majority of the painters still appeared to be making their bows to the great Spanish masters of the past. Most heavily represented of Spain's living artists was Benjamin Palencia, who painted *Twilight in Castile* (above). Brought up among the flocks of sheep and the farms of southeastern Spain, Palencia likes to live in a tent during the summer, painting the stark hills and lowering skies of Castile in the turbulent style of El Greco, whom he reveres.



Raoul Hynckes  
HOLLAND

The Dutch pavilion, devoted to artists of established reputation in Holland, was dominated by the "magic realists" whose technical skill and photographic eye are a match for the great Dutch masters of the 17th Century. Raoul Hynckes exhibited a series of still lifes, like the *Basket of Fruit* (left), so realistic that most spectators were tempted to touch the canvas. Hynckes lives with his wife near Amsterdam, works in a black-walled studio so he can focus on his models undistracted by other colors. An entrenched opponent of the "chaotic art" of Picasso, he spends his free time writing articles and picking mushrooms which he first paints, then eats.







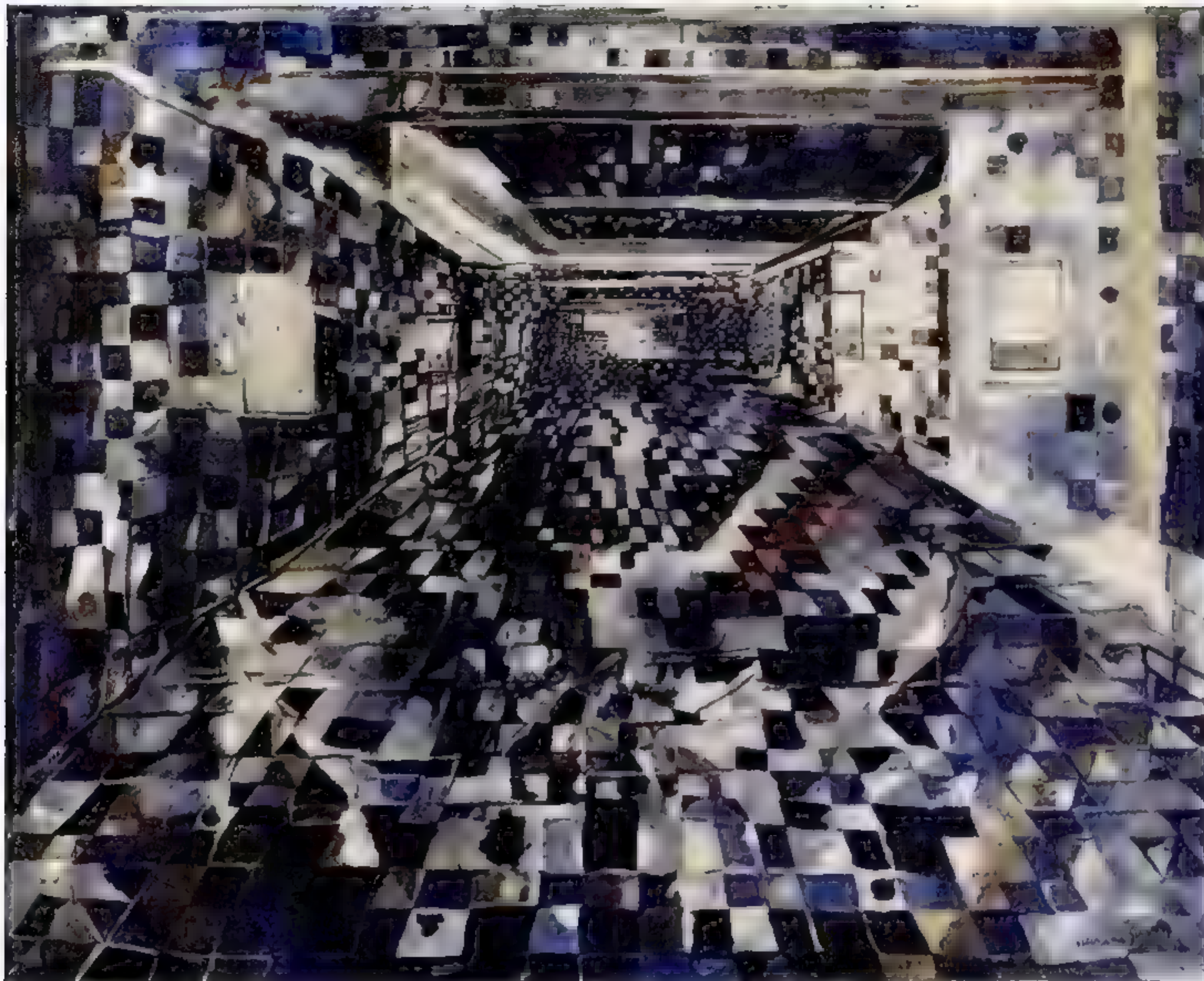
**Paul Delvaux**

BELGIUM

To a show full of eye-stoppers, Surrealist Paul Delvaux added this provocative concoction called *The Siren (above)* which he painted last winter on the North Sea coast of Belgium. Delvaux, who began his art career at the age of 7 turning out prodigious drawings of battle scenes, later turned to more tranquil but equally startling pictures of icy nudes roaming through crowds of peasants or plucking roses from under ghostly streetcars. *The Siren*, which the artist describes as "slightly outlandish," is one of several paintings of displaced mermaids that Delvaux developed from imagination or from dreams which he has occasionally borrowed from his wife.

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Maria Vieira da Silva

PORTUGAL

The squares of Portuguese tiles and the cubes of French art have had a strong influence on Maria Vieira da Silva, the outstanding artist in Portugal's show. Born in Lisbon 42 years ago, she studied modern art in Paris, later returned to Lisbon where she discovered anew the colorful glazed ornaments and enamels in the cathedrals and old mosques. In paintings like *Azulejos* (above) she has tried to capture the brilliance and shifting patterns of the tiles which to her convey "the musical mathematics of a fugue."

Mohammed Yehia Chalabi

EGYPT

Like most contemporary Egyptian artists, who have developed busy colonies in Cairo and Alexandria, Mohammed Chalabi paints the popular scenes of his native land in a style almost unaffected by the art innovations of the past 50 years. Adhering to the realistic traditions of 19th Century European painting, Chalabi has depicted in *The Visit* (right) the ancient Egyptian custom of calling on friends, laden with gifts of food and native delicacies. Chalabi, 38, is a government supervisor of school art classes.







### Ghika

GREECE

Like the blare of a trumpet in a mausoleum, the loud, angular paintings of Ghika shattered the antique atmosphere of the Greek pavilion. Trained in Paris art schools, Ghika, whose real name is Nicholas Hadjikyriakos, now lives beneath the Acropolis in Athens. There in 1948 he painted the *Great Landscape of Hydra* (left), the rocky island off the Peloponnese where he used to live. Trying to combine the "architectural, geological and spiritual atmosphere" of Hydra, which is mostly known for its prickly pears and sailors, Ghika created a patchwork of cubes and angles, at once warmed by the bright Aegean sun and cooled by the light of the moon.

### Boža Ilić

YUGOSLAVIA

The artists of Yugoslavia, exhibiting at the Biennale for the first time since the war, demonstrated that they were well aware of their obligations to the new Communist state. The older established painters showed strongly realistic views of their native landscape, while the younger generation of artists offered heroic scenes of partisan warfare and laborious portrayals of the activities of the worker. Youngest exhibitor was Boža Ilić, 31, the son of a Serbian peasant and formerly a painter of church icons, whose paintings of civil reconstruction, like *Sounding the Terrain of New Belgrade* (right), last year won him one of the top state awards.



### Leo Lubin

ISRAEL

The painters of the new state of Israel, which this year sent its first exhibit to Venice, were all natives of other countries who had migrated to Palestine and brought with them many different art styles. One of the earliest artist-emigrants was Leo Lubin who, some 50 years ago, was born in Bavaria of Russian parentage, grew up in Chicago, studied painting in Paris and settled in Palestine in 1923. Since then he has lived and worked among the Arabs. In the Arab city of Jaffa three years ago he sketched the squatting smokers (left) as they puffed at their water-cooled narghile pipes in an old Byzantine church that had been transformed into a cafe.

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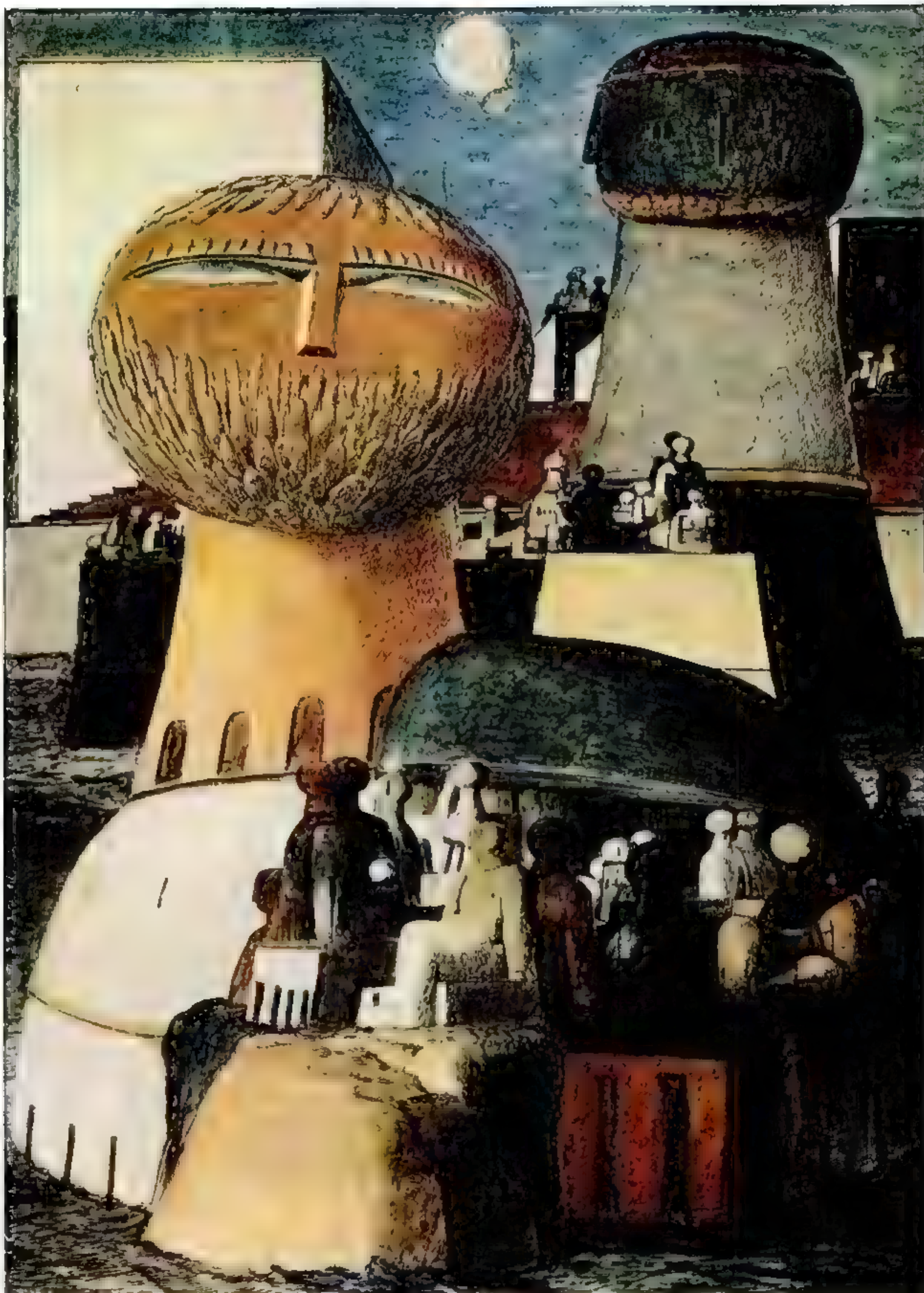
David Alfaro Siqueiros

MEXICO

Sensation of the highly popular Mexican show was David Alfaro Siqueiros. A truculent Communist, who was once ousted from the party because of a romantic tryst with a girl friend, Siqueiros exhibited 14 bombastic paintings crammed with political and social symbolism. *The Devil in Church* (above), like most of his paintings in the show, thundered its propaganda in garish colors

of Vinylite, which the artist applied with a spray gun. It represents the "bad influence of the church in Mexico," with the rich in the balcony looking down on the humble masses below, who are worshipping the force that is about to destroy them. In more temperate mood today than he was when he painted it three years ago, Siqueiros now calls it "just a study of perspective."





Salvatore Fiume  
ITALY

Among the 900 paintings in the sprawling Italian exhibition, every school and style had its champion. The shadow of Picasso fell forcefully across the pavilion, even though the political tenets of Communism had turned some top abstractionists into billboard artists. Somewhere in the middle were men like Salvatore Fiume, whose powerful triptych, *Isle of Statues* (of which a detail

is reproduced above), hung forebodingly over the rest. In it Fiume depicted a world of inscrutable colossi who stand as awesome monuments to a past civilization. In such paintings, Sicilian-born Fiume reveals influence of the early surrealist work of the famous Italian, De Chirico. To make a living, however, he adopts a conventional style in which he dashes off murals for bars and homes.



**Massimo Campigli**  
ITALY

One of the best known and best selling of contemporary Italian artists is 55-year-old Massimo Campigli, who likes to paint big-eyed, lollipop women like the *Weavers* (right), sitting stiffly behind their looms as do the women of Florence, who weave strands of straw for hats. Although Campigli, with his sculptress wife, lives most of the year in Paris, he vacations in Italy, and all of his paintings reflect his love of the simple forms and subdued colors of the ancient Etruscan and Pompeian wall paintings of his native land.



**Candido Portinari**  
BRAZIL

Making its debut at the Biennale this year, Brazil gave the biggest showing to 47-year-old Candido Portinari, who rose from peasant boy on a coffee plantation to become Brazil's most celebrated modern artist. Portinari, a diminutive man, likes to paint huge pictures dramatizing the suffering that engulfs the lives of the humble people of his country. *Victims of the Drought* (left) was painted from recollections of starving peasants who dragged themselves haltingly through Portinari's village in the summer of 1916.

**Diego Rivera**  
MEXICO

Oldtime Communist and a onetime leader of Mexico's revolutionary muralists, Diego Rivera exhibited 16 big canvases that were as loud and obvious as travel posters. Still socially conscious in his vehement way, Rivera has also become society conscious, paints portraits of Mexican and U.S. bigwigs by the dozens. Most appealing of Rivera's latest paintings was the over-life-size portrait of Enriqueta Dávila, well-to-do belle and daughter of a politician of Mexico City whom he portrayed in simple peasant-style clothes.









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*"There is nothing  
better in the market"*



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A sparkling new Old Forester decanter! A famous gift-boxed bottle! Either way you give, you may be sure you are giving the elegant flavor—the traditional quality that has made Old Forester *America's Guest Whisky* since 1870!

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WHILE THE BEAUTIFUL WITCH GILLIAN DOES SOME MAGIC WITH HER BROTHER AND AUNT, THE MAN SHE WANTS FOR HER LOVER POPS THROUGH THE DOOR

## HARRISONS ON BROADWAY

Witchcraft unites Rex and Lilli in a hit comedy

"Oh, Pye, Pye, Pyewacket—what's the matter with me?" said a lady named Gillian, talking to her magical cat (*right*). "Why do I feel this way? It's all such a *rut*. And you can't get away from it. . . . Why don't you give me something for Christmas? What would I like? I'd like to meet someone *different*. . . . Like the man upstairs."

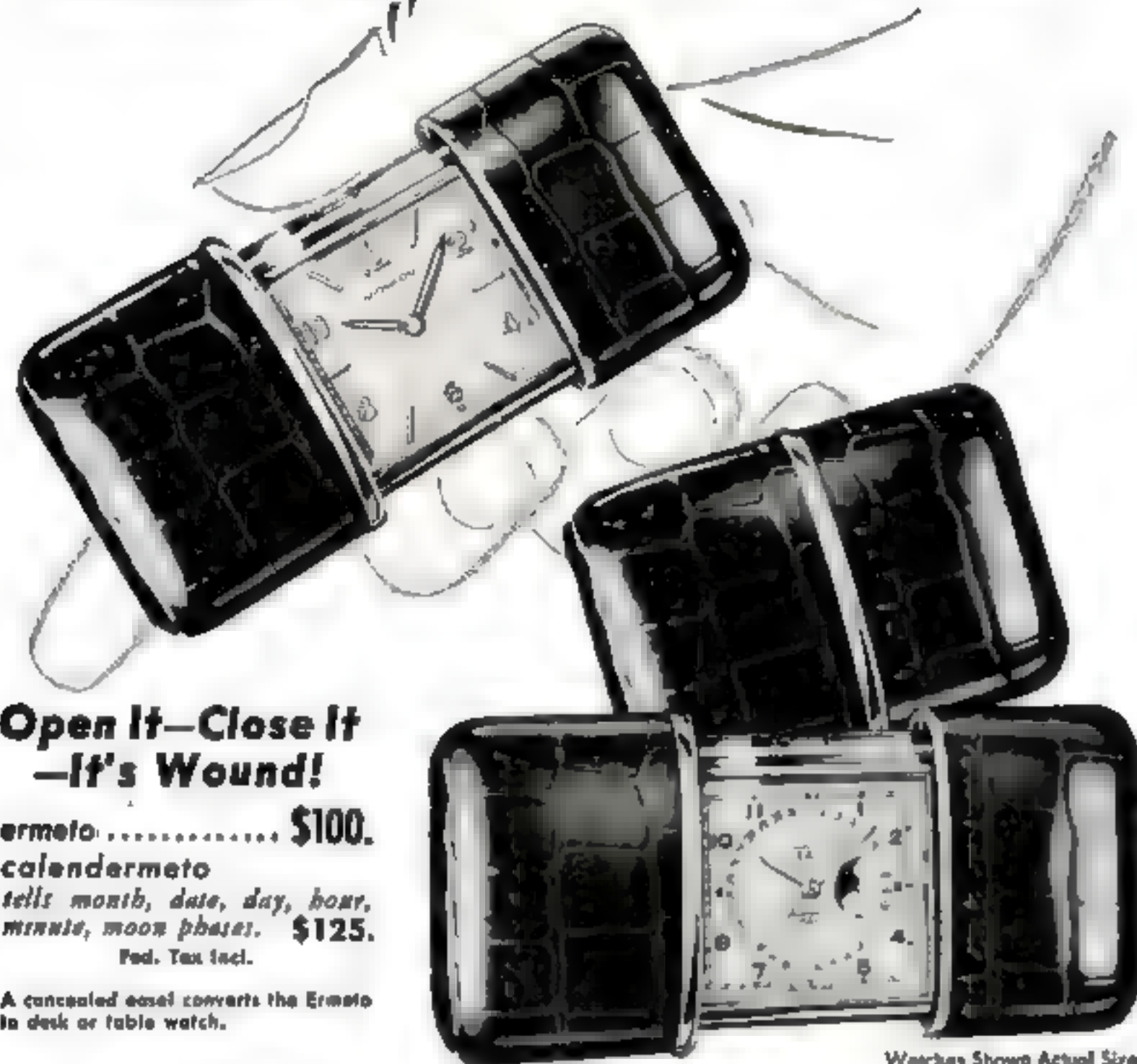
With this bizarre conversation, John van Druten's new Broadway hit comedy, *Bell, Book and Candle*, gets off to a merry start. Gillian is a genuine up-to-date witch who lives in an attractive New York apartment and rides in taxicabs instead of on broomsticks. The man upstairs is a handsome young publisher named Shep. Gillian lures Shep into her arms and makes him fall in love with her, but eventually finds that she herself cannot experience love unless she gives up her unholy powers and becomes totally de-witched.

As far as acting goes, the play could hardly be better. Lilli Palmer makes a supremely chic witch who looks as if she divided her time between the devil and Dior. Her upstairs lover is Rex Harrison, Miss Palmer's real-life husband. In *Bell, Book and Candle* they are making their first joint appearance (*see cover*) on Broadway and prove the most lustrous new acting team New York has seen in two decades. They sustain their excellence better than the play which, after setting a high standard for unconventional fooling at the start, develops into routine romance and makes the audience feel it is drinking weak tea after a sparking witch's brew.





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—It's Wound!**

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Handy Roll  
3-roll package, 25¢

**for the tummy**

**Get Relief  
QUICKER**  
From Your Cough  
Due to a Cold

**FOLEY'S** Honey & Tar  
Cough Compound

**MAJORITY VOTE**  
more than half the  
nation reads  
**LIFE**  
in the course of 13 weeks.

**Novel Mr. PEANUT Bank**

Lustrous, colorful plastic, 8 1/4 in. high, in red,  
blue, green or peanut tan. Makes a nice  
gift. Yours for only 25¢ and two empty  
5¢ PLANTERS PEANUTS bags. Send with  
your name and address—state color you  
want—to PLANTERS PEANUTS, Dept. 84,  
Wakes-Batra, Pa.

a "must" throughout the year

a very special  
remembrance  
at **Christmas!**



**VENIDA**  
HUMAN HAIR NETS

...one dozen, beautifully  
gift wrapped, at leading  
department, drug and chain stores.

colors 2.25 dozen • grey or white 2.75 dozen

Harrisons CONTINUED



BEWITCHED IN THE ARMS OF GILLIAN, SHEP DECIDES TO MARRY HER



**JILTING GIRL** he was to wed, Rex Harrison brilliantly acts scene which can be most mortifying in a man's life.



"**I DON'T KNOW** how to tell you, but I've suddenly realized it's no good. Ua. I mean—LS... I'm sorry..."



"**NOW WAIT** a minute... I'm not that! No, go on. I deserve it. I'm everything you say. Look, if you feel..."



**WITH A BANG** the fiancée hangs up, and with her insults still ringing in his ear, Shep is free to wed Gillian.

CONTINUED ON PAGE 114



**SOFT!**

**STRONG!**

Don't flirt with "tissues" — when your face pines for the one-and-only Kleenex Tissues! Extra soft (thanks to a special process) — Kleenex fondles delicate complexions. So absorbent, it's a makeup-magnet!

Plenty of brawn is built into Kleenex — plus extra softness. For dozens of uses, you'll find firm-but-gentle Kleenex just the quality tissue you need. And budgets thrive on that thrifty "pop up" feature!

**LITTLE LULU**

**POPS UP!**

Ever fly off the handle — fighting a package? Try Kleenex Tissues. Only Kleenex serves you one at a time; ends fumbling, waste; saves money. Soft! Strong! Pops up! Your best buy in tissues.

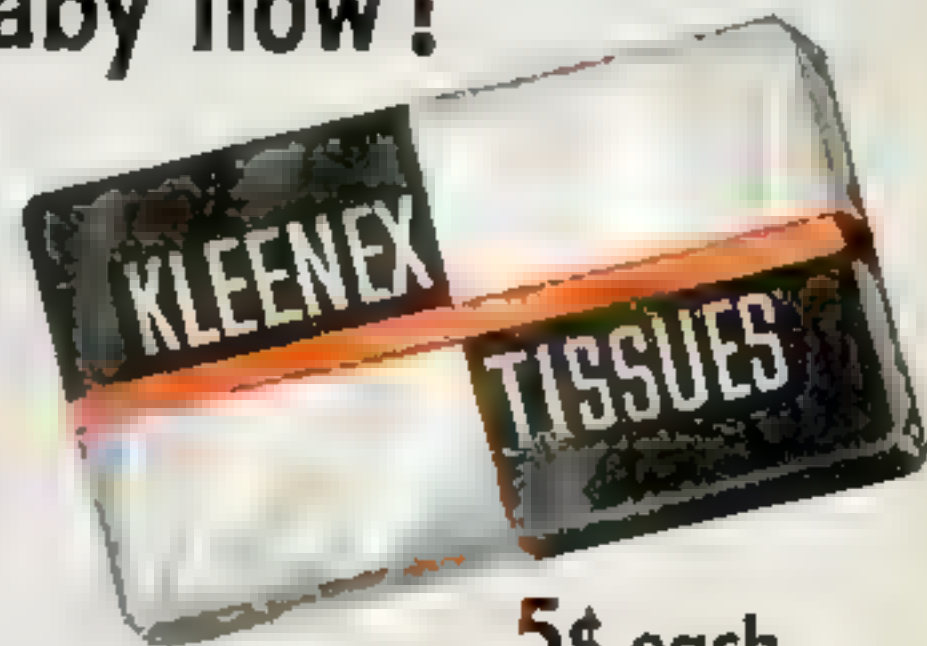
*"Pop Up" Box  
Saves Tissues,  
Saves Money.*

**Don't take just "tissues"  
— get Kleenex tissues**

**LOOKIE!** Kleenex has a baby now!

You'll love the brand new addition to the Kleenex "family" Kleenex Pocket-Pack Tissues! A new, tiny package of 21 (12 pulls) soft, strong, full-size Kleenex Tissues, it snuggles in your purse or pocket — serves you one at a time! Handy to carry, handy to use, in scores of emergencies from sniffles to makeup repair. Grand for youngsters at school, too!

**KLEENEX\* Pocket-Pack TISSUES**



**5¢ each  
carton of 12 packs 55¢**

© INTERNATIONAL CELLUCOTTON PRODUCTS CO.

\* T M REG U S PAT OFF





THIS  
CHRISTMAS  
*Make His Pipe Dreams  
Come True!*

For the man in your life—these fine tobaccos are gifts in perfect taste.

Yes, for Dad and Granddad... husband and son... brother, friend and sweetheart — these *full* pounds of smoking pleasure are ideal gifts.

**Edgeworth High Grade Pipe Tobacco**... is a super-mild blend of choice Kentucky White Burleys especially processed for unmatched flavor. Lasts longer... smokes cooler... no tongue bite. Edgeworth... for generations a favorite... and now a Christmas tradition.

**Holiday Aromatic Pipe Mixture** gets its delightful aromatic fragrance from 5 great tobaccos: Spicy Louisiana Perique, Imported Oriental Latakia, Bright Virginia, Carolina buttery flake and Kentucky Burley. Holiday smells good. Holiday smokes good.



Edgeworth and Holiday 8 oz. and 16 oz. vacuum tins are handsomely Christmas wrapped with built-in gift cards.



**LIKE A WITCH** swirling her cape, Gillian gets ready to go out on the town with Shep. Incapable of falling in love, she continues to refuse his offer of marriage. Finally, when Shep discovers that she is a witch, he deserts her in horror.



**LIKE A HUMAN**, Gillian breaks down and cries her first real tears, after being reunited with Shep—a sure sign she has relinquished her witch's powers and now can feel both the woes and passions of ordinary, everyday mortals.



# Christmas Magic...

from



EARLY AMERICAN  
*Old Spice*

10 individual Bath Sals 1.00



Bath Sals 1.00

Body Water with astringent  
1.00 2.00 3.00

Toilet Water, Shaving Powder  
and Body Lotion 2.00  
(Other sets up to 3.00)



Body Water and Pure Perfume  
containing softening perfume  
1.00 2.00 3.00

Pure Perfume  
in Gift Box 1.50

DESK  
FLOWER



Shaving Cream, Shaving Cream  
1.00 2.00 3.00



Mug, Lotion, Toilet Set 2.00 3.00  
(Other sets up to 3.00)



Shave Lotion  
1.00 2.00

EARLY AMERICAN  
*Old Spice*  
FOR MEN

SHOWROOM

New York

Copyright 1950



Give the Most for your Money...

# GIVE Waterman's CHRISTMAS SETS

## TOP CHOICE FOR WRITING QUALITY

No other gift expresses quality and good taste more than writing instruments by Waterman's. No other pens have Waterman's famous hand-crafted points, known the world over for *smoothest* writing. See these and many other exquisite Waterman's pens, pencils, and sets—for everyone on your gift list!

WITH WATERMAN'S  
famous 14 kt.  
Gold Points

Waterman's

### Luxurious as Jewelry

...the new "Cornelli" provides the sleek, modern Turquoise point shown, or the big standard point. Pen alone, with new 1.25 14 kt. Gold-overlay cap \$10.00. With matching Self-feed Metermatic pencil. Set **\$15.00**

De Luxe "Stateleigh" Set, with 1.10 14 Kt. Gold filled caps (not shown). **\$22.50**

### World's Leading \$5 Pen

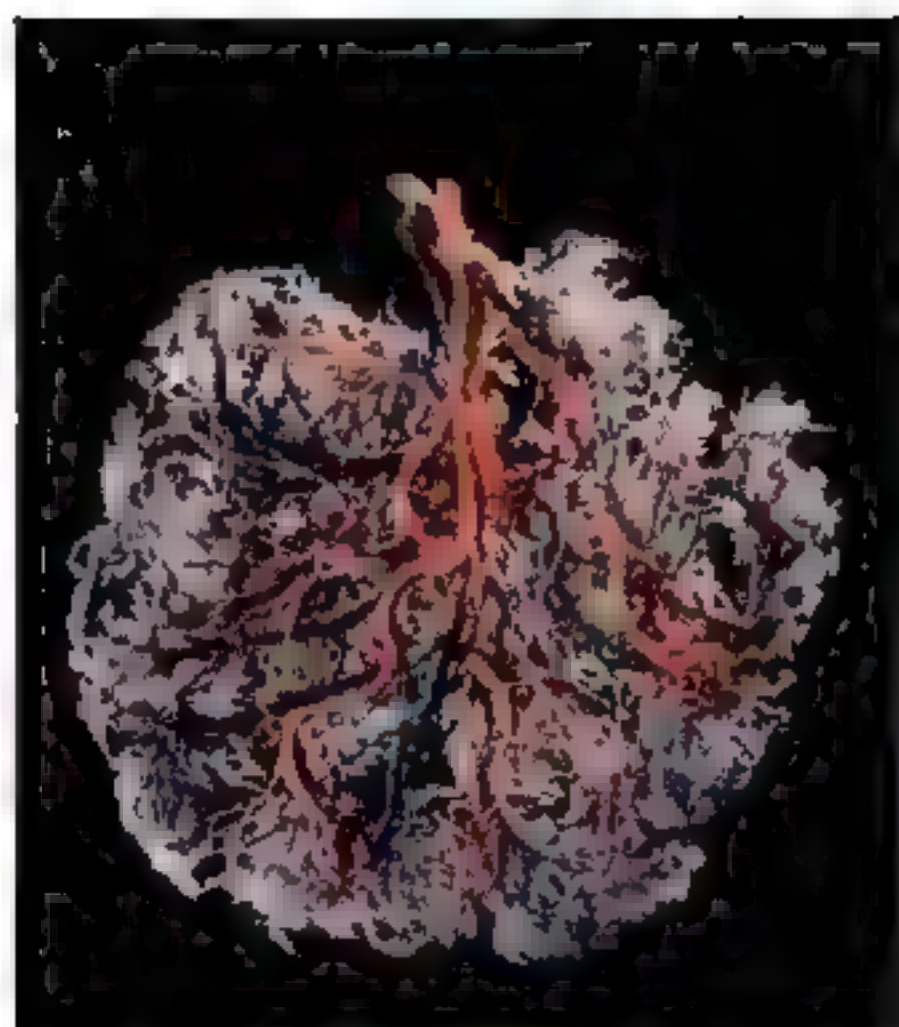
The "Crusader" with its choice of 9 Hand-crafted 14 Kt. Gold points, \$5. Combined with matching Self-feed Metermatic pencil, a miracle of writing efficiency. Set **\$8.75**

### New High in Value

Never before such quality at such a price! New Satin-matted "Leader", with 14 Kt. Gold point. Pen, \$3.95. Matching new Metermatic pencil feeds 34" of lead without refilling. Pencil alone \$3.00. Set **\$6.95**

UNION MADE





**PLACENTA**, where nourishment and oxygen pass from mother's bloodstream to unborn child, is here stripped to main vessels. Arteries are red, veins blue.

# PATTERN OF BLOODSTREAM

**Casts reveal intricate network**

Ever since Dr. William Harvey first figured out 322 years ago that blood flows continuously through the human body in an intricate system of tiny tubes, scientists have been mapping the complicated circulatory network. Now, with an improved technique for preserving the circulatory system intact, Rudolph Skarda of the University of California Medical School can show arteries and veins with greater scope than ever before possible. The placenta above is the most detailed display of that organ's complex blood system, and the lower body at right is the largest specimen of its kind ever made.

To prepare his specimens, Skarda uses a process called corrosion. Very quickly after an organ is removed, following either an operation or death, he flushes out the arteries and veins and injects a dyed, acid-resistant solution which hardens in a matter of hours. Then he places the organ in an acid which dissolves the flesh, leaving only a colored cast of the circulatory system. The job at right, says Skarda, was his most difficult. When he got word that the patient, still alive, was in a coma, Skarda moved to the hospital and waited for two days. Twenty-five minutes after the man's death he was hard at work. This remarkable specimen and Skarda's unique collection of 68 placentas, recovered from mothers at childbirth, are the most colorful examples of a teaching tool that has far out-classed textbook diagrams and photographs in the over-all study of human blood circulation.

**LARGEST SPECIMEN** ever made from a human—→ body, shown against silhouette of living man, traces the blood trunk lines from kidneys (top) to feet. As in placenta (above), the veins are blue, the arteries red.







"Right in time for Christmas giving — this darling new Angel Face case!"

Mrs. Anthony Drexel Duke

"I know that every 'Angel Face' girl on my Christmas list will love her new Mirror Case—because I'm so delighted with mine! It's the most useful bit of prettiness I've ever owned!"

**NEW!**

by POND'S

*Angel Face*

"MIRROR CASE"

**Now, in a beautiful new case for your handbag  
— the make-up that's foundation and powder in one!**

Give the gift you'd love to get! Wonderful, wonderful Pond's Angel Face—a soft-tinted blend of foundation and powder *in-one*—now in a sweet new "Mirror Case"! A darling to *carry*—Angel Face "Mirror Case" is slim, sleek as polished ivory with golden tracery. A darling to *use*—Angel Face smooths on like sheer-velvet, clings *much* longer than powder—*can't spill!* Complete with its own full-view mirror and satiny puff, Angel Face "Mirror Case" is the perfect "take-it-with-you" gift of glamour. Every "she" on your list will adore it!

only \$1 PLUS TAX



In the sweet blue-and-gold box too—  
now in two sizes—89¢, 59¢ plus tax



## SPORTS

# TOP U.S. JOCKEYS CLASH AT BOWIE

### Culmone pulls ahead of Shoemaker

For the past six weeks a pair of 19-year-old jockeys have been stirring up more dust on U.S. race tracks than the horses have. Hardly a day has passed without Sicilian-born Joe Culmone and Texas-born Bill Shoemaker each booting in two or three winners. Both had breezed by the 334-winner mark for the year, something no other jockey had done for 44 years. Culmone was riding in the east and Shoemaker on the West Coast. The big question was: which would ride more winners in 1950?

The lead seesawed dramatically, and then last week Bill Shoemaker accepted an invitation to fly east and ride for one day against Culmone at Bowie, Md. The two pint-sized rivals came face to face at a press party in a Washington hotel and bristled like two strange dogs on a street corner. Shoemaker, a shy little (4' 9 1/2") fellow who is less of a chatterbox than Calvin Coolidge, said nothing. All the talking whenever the two could be gotten within spitting distance (*below*) was done by the cocky Culmone. At Bowie next day Shoemaker won the first race, but Culmone bounced back to win four of the next six. Before the eighth, a two-horse race put on especially for them, someone shouted across the jockey's room to Culmone: "He's going to get you this time." "If he does," retorted Culmone, "he'll surprise both you and me." Culmone won that race and the ninth one, too, for a big afternoon of six winners. It boosted his total for the year to 350 against Shoemaker's 342.



**THE RIVALS MEET** before Bowie duel. Shoemaker (*left*) listens politely as Culmone does the talking.

**COCKY TILT** of Culmone's skullcap expresses his attitude. Skullcap is worn underneath silk riding cap. →







SHAKING UP MOUNTS AROUND FIRST TURN, CULMONE (RIGHT) AND SHOEMAKER (CENTER) BEGIN TO GAIN ON LEADER. CULMONE WON BY A HALF-LENGTH



"LUGGING IN" toward rail, Culmone on No. 5 makes jockey on No. 8 squeal for room. Culmone has been suspended for rough riding four times this year.



"GOING TO THE STICK," Culmone tries to drive mount through opening on the rail. To win races, he is willing to take more chances than most jockeys.

CONTINUED ON PAGE 122



## MEAT TEAM AT WORK

# New Models IN PIGS



If nature designed the pig to provide just the pork cuts women most frequently write on their shopping lists, it might come to the packer looking something like this—hams at *both* ends . . . mostly loin roasts, center-cut chops and ready-sliced bacon in between.

Such an all-meat porker is a little too much to hope for. But the men whose business it is to think of pigs in terms of tender hams, meaty roasts and well-streaked bacon have brought about some remarkable changes in the speed and efficiency of producing pork and making it available to the meat-eating public.

Getting a porker ready for market once took about a year. Now pigs often weigh 200 to 250 pounds at the tender age of six months. Two pig crops a year help to keep the pork chops plentiful in your market the year round.

And with their customers' meat preferences in mind, members of your Meat Team are mapping out some physical changes in "porcus Americanus," too.

The pig of tomorrow may not be *solid* meat, but a little lengthening here and letting out there, through selective breeding, may well mean a bigger share of his poundage in the most-wanted pork cuts.

## American Meat Institute

Headquarters, Chicago • Members throughout the U. S.

### THE MEAT TEAM



"I grow it"



"I process it"

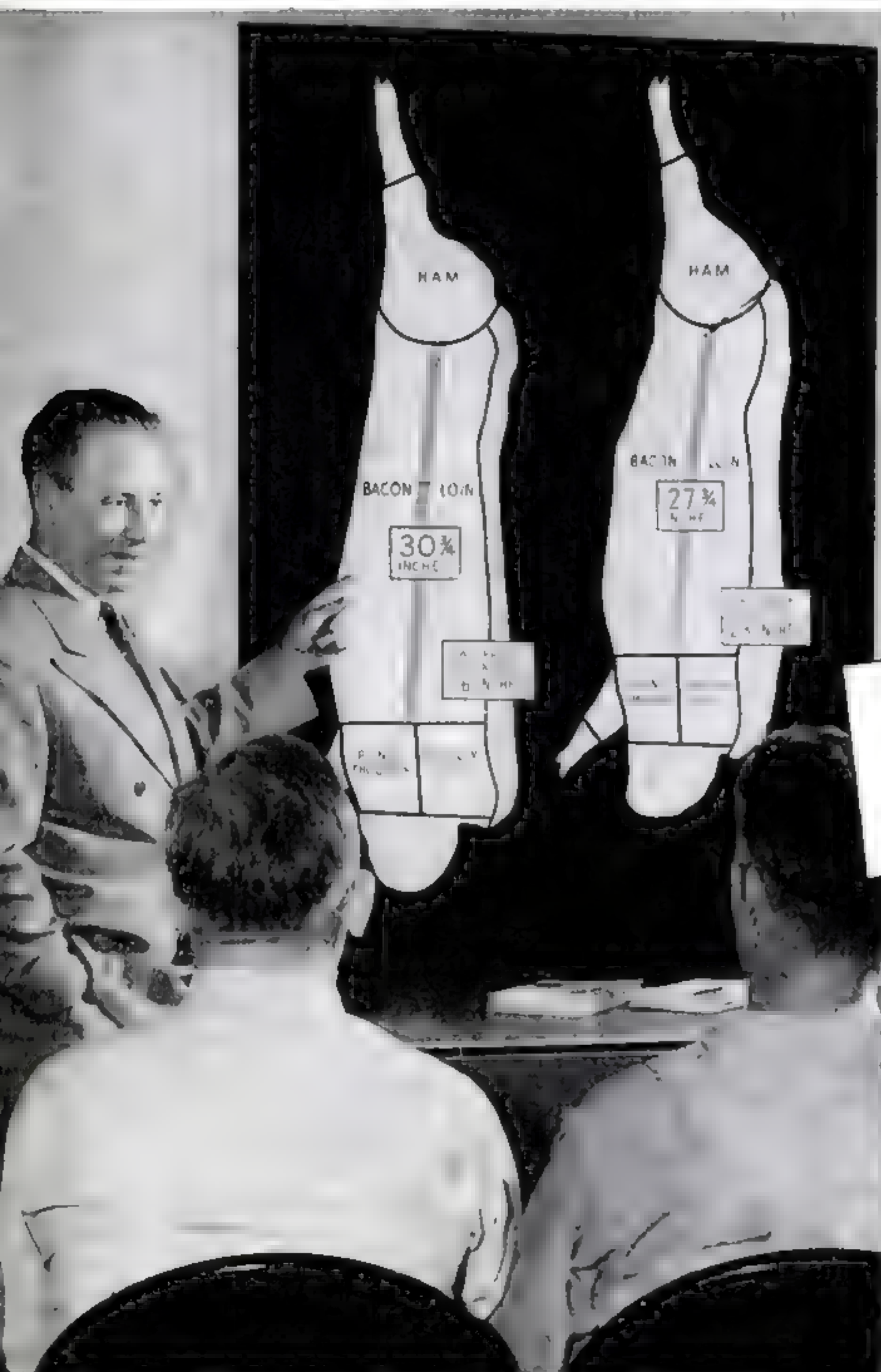


"I sell it"



**A BIG HAM FOR THE LIONS CLUB DINNER**—a smaller one for Mrs. Jones' family of four. Steve Pavish, meat retailer of La Grange, Illinois, tries to fill the exact needs of all his customers. Since there are more small families, fastest-growing demand is for smaller cuts.

Dr. H. A. Stewart of North Carolina State College has combined the best performance ratings of five different breeds in these healthy offspring. Results—more pigs per litter, faster weight gains, better lean-meat yield.



**HERE'S WHAT WE'RE SHOOTING FOR.** Roy Ormond, livestock and meat specialist for a Wisconsin packing plant, shows group of interested farmers the result of good feeding and breeding. The sides of pork came from two pigs of equal weight. One at left is longer, leaner, will require less trimming to convert it into salable cuts.



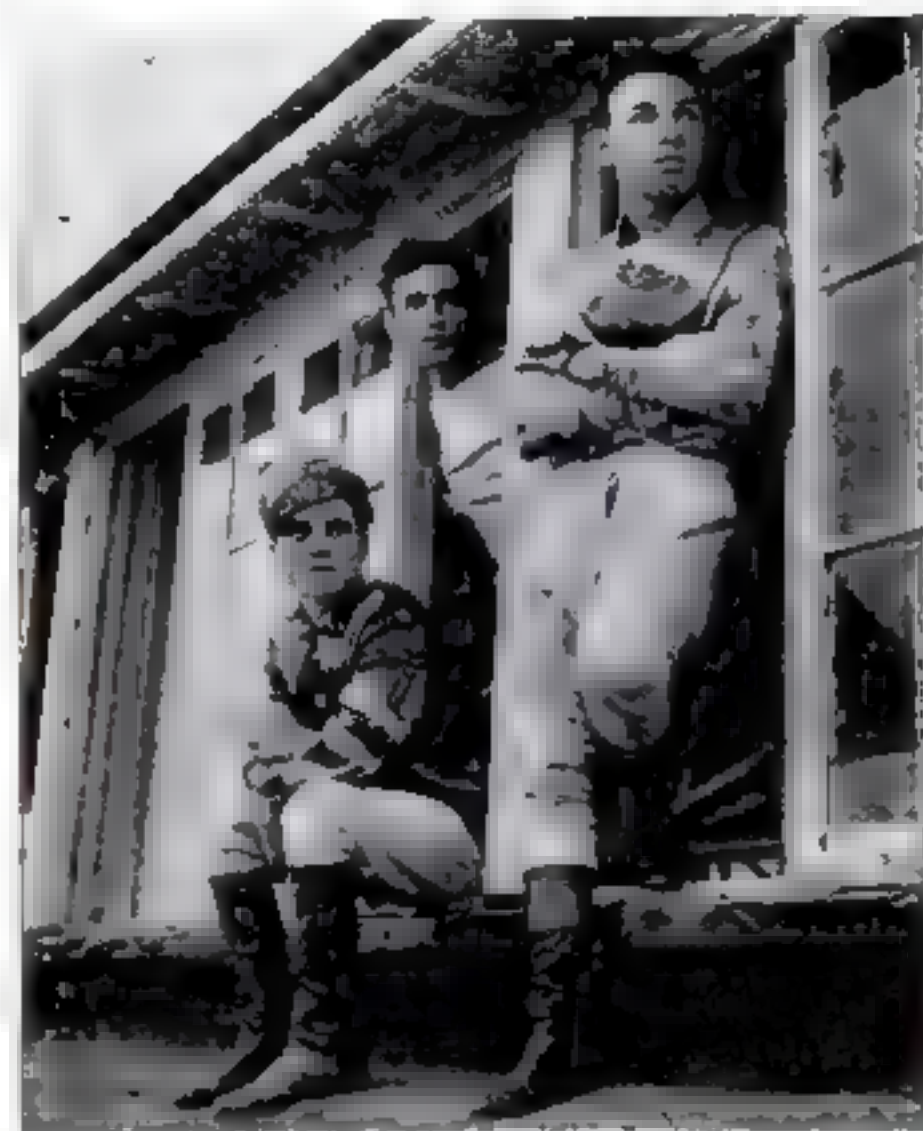


**JOCKEY ROOM CAPERS** by Culmone help to relieve boredom. At cards he is high-strung, aggressive and, though usually careful with money, plays boldly

in the jockey room's knock-rummy games. After he swung a broom at Jockey Cardoza (below), Cardoza said to him, "You'll be borrowing from me someday."



## Jockeys CONTINUED



**WATCHING A SPILL** while sitting out one race on roof outside jockey's room. Culmone (left) remarks, "If I were in there, they'd blame it on me."

## CULMONE HAS PLENTY OF GUTS AND GALL

By his own admission Joe Culmone's seat on a horse is outrageous—stirrups too short, chin buried in the horse's mane, fanny tilted skyward like an antiaircraft gun. But he possesses more brass than a burglar and more brazen confidence in himself than any little man since Napoleon. These traits do not endear him to his fellow jockeys but seem to make horses he rides run stronger and faster.

When Joe Culmone stepped off the boat from Sudly four years ago, he could not speak a word of English and was fired from his first race-track job as stableboy because he and his boss could not understand what the other was saying. He learned something about riding, won his first race last year but soon afterward was suspended for incompetence and endangering other horses with his wild riding. A top jockey's agent who was asked to handle his riding engagements took a critical look at Culmone's large feet and cracked, "He's got feet like a barber. He'll be cutting my hair in another two years."

But the rest of Culmone's body did not grow like his feet. He rode at 107 pounds last year and still rides at 107 without dieting or resorting to steam boxes. He began the year by leading all jockeys at Florida's Hialeah Park until he was set down for rough riding. He was top rider at Gulfstream Park despite a 10-day suspension for rough riding. Between suspensions he rode like a crazy man in Delaware, New Jersey, Maryland. When one judge fined him \$200 he tried to get even by borrowing money from the judge and not repaying it. But his boss made him pay it back.

Culmone is under contract to Mrs. Dodge Sloan's Brookmeade Stable, which pays him a regular salary. If there is no Brookmeade horse entered in a race, he can ride for another stable getting a minimum of \$20 on a losing mount, \$50 plus bonus for a winner. Like Shoemaker, he will earn about \$75,000 this year. Although Shoemaker trails Culmone, old race-trackers think Shoemaker will be around for a long time. They are not so sure about Culmone.

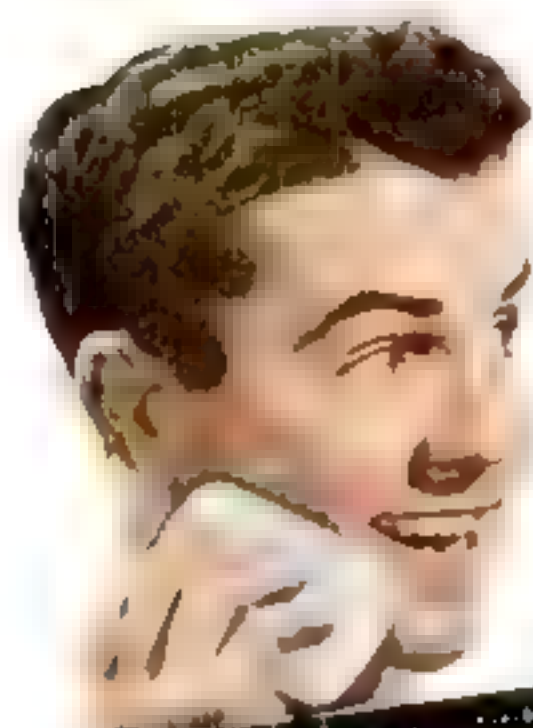


# Sunbeam SHAVEMASTER

REG. U. S. PAT. OFF.

has the **TWICE-AS-WIDE** shaving head  
that shaves twice as much beard in same time

Closer, Cleaner Shaves in **LESS TIME** than soap-and-blade



Light beard  
SHAVEMASTER time: 2 mins.



Tough beard  
SHAVEMASTER time: 4 mins.

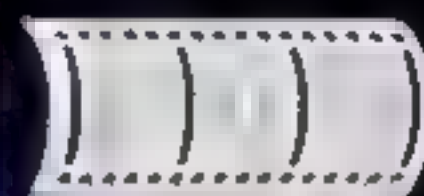


Medium beard  
SHAVEMASTER time: 3 mins.

*For His... Christmas*

**America's Fastest Selling  
Electric Shaver\***

Why we use **ONE**  
Twice-size **SINGLE** Head  
instead of a multiplicity  
of small heads



**NEW  
MODEL W**  
Shavemaster  
(1,750  
openings)

**Multiple Heads**  
Sunbeam's bigger single  
head gives you over three  
times as many shaving ac-  
tions per second as shavers  
with many smaller heads

If you are one of those men  
who believes electric shavers  
take too long and won't shave  
a beard like yours **CLOSE**  
enough—the new Sunbeam  
Shavemaster will give you the  
surprise of your life. Just ask  
men with tough beards who  
are using it.

It takes the average man about 7 minutes\*\* to lather and shave with soap-and-blade. That same man will get a better shave with the new Shavemaster in 3 minutes. Even if you've got the toughest, heaviest beard, plus a tender skin, you'll shave in **LESS TIME** than it takes with soap-and-blade. What's more, you'll get a closer shave—more comfortable—more convenient—no nicks or cuts, muss or fuss this new, easy way. There's no "trial period" necessary—none of this much-talked-about "breaking in" with the new, revolutionary Model "W" Sunbeam Shavemaster. You can find out in 3 or 4 minutes how the new Sunbeam can give you a cleaner, closer, faster shave than you ever thought possible. See it at your Sunbeam dealer's. Most dealers are prepared to have you try the new Shavemaster right in their stores.

\*When seven thousand dealers were asked which electric shaver was their best seller, more named the new Sunbeam Shavemaster than all other makes combined.  
\*\*This figure is based on surveys by two national magazines.

*Give  
Sunbeam  
and you  
give the  
finest*

The **ONLY** electric shaver with  
a powerful, 16-bar armature, self-  
starting **REAL** Motor.

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2011年12月

**CURVEX EXECUTIVE.**

**AUTOWIND SPORTSMAN.**

**VERTHIN SQUIRE**      w. year b. c.  
open Yellow green eye A      \$43.00

11/20/97 10:00 AM

<b>VERI-THIN DIAMOND</b> 8 diamonds	new
Veri Thin movement, 14-kpct white	new
gold	<b>\$200.00</b>

**VERI-TIN ROSEMARY** 6 oz. 100% pure  
No other ingredients. It's just what you need.  
**\$125.00**

**VERT. THIN CONTINENTAL.** 7 mm x 1  
↑ m mll fall w. gold eye. M. 1  
wh' m d n **\$7.50**

**VERTHIN WING** 100% 100% 100% 100% 100%  
 100% 100% 100% 100% 100% **\$42.50**

Every Given Watch is electronically tested and certified for **PRECISION** as well as **accuracy** and **dependability**. Original member of TWA Trans World Airlines.



# Don't do it... unless you want someone's arms around you... tight!

But isn't this the Christmas you're going to do it? You've waited long enough...  
to hear that quick, unbelieving gasp... "*Darling... a Gruen Watch!*" You've waited long enough...

for the closeness two people can feel in such an enchanted moment. And for the  
glowing pride two hearts can *share* in the gift of a watch so fine, so beautiful, so admired,  
so cherished. Why not decide, *right now*, which Gruen Watch on this page

says *exactly* what's in *your* heart, this Christmas?

Other Gruen Watches priced \$29.75 to \$250;  
with precious stones to \$5,000.



Illustrated above left to right

**CURVEX PORTRAIT.** 17 jewel Curvex movement. Yellow gold-filled. Faceted crystal. \$49.75

**VERITHIN GALLANT.** 15 jewels. Yellow gold-filled. Gold-tone steel back. Expansion band. \$42.90

**AUTOWIND SOVEREIGN.** Self winding. 17 jewels. 14-karat yellow gold. Shock-resistant. 14-karat gold applied dial. \$135.00

Illustrated below left to right

**CURVEX SERENADE.** 17 jewels. White or yellow gold-filled. Faceted crystal. Expansion bracelet. \$39.90

**VERITHIN HENRIETTA.** 17 jewels. 14-karat white or yellow gold. Distinctive dial. \$71.90

**VERITHIN DIADEM.** 34 diamonds. 17 jewels. 14-karat white gold. \$330.00

**VERITHIN NORWHE.** 17 jewels. 14-karat yellow gold. Suede band. \$135.00

Write for free style booklet "W"

You'll be just a little prouder to give or get

## GRUEN

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Tune in Gruen's exciting ABC television show, "BLIND DATE," starring Arlene Francis. Enter Gruen's big cash prize contest... get free blank from your Gruen jeweler.





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PRICE  
REDUCTION  
now in effect**

*Today, as for the past one  
hundred Christmases—the perfect Kentucky bourbon  
for a man's best friends—including himself*

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ALL BRANCHES REMOVED EXCEPT FOR A SMALL TUFT, THE BIG TREE STARTS 60-MILE TRIP TO NORTHGATE VIA WIDELY SEPARATED TRUCK CAB AND TRAILER

# TALLEST CHRISTMAS TREE

Seattle suburb spends \$19,000 on 211-foot spar

Each Christmas the fir-coated states of Washington and Oregon echo to an old civic battle cry, "Our tree's bigger than yours!" This year the battle appears won by Northgate, a 76-store shopping center near Seattle which spent \$19,000 for a 211-foot giant. Cut on Mt. Rainier, it had its branches shorn off, was lugged after many a narrow squeak to Northgate and there, as a last indignity, had branches from other fir trees nailed to its trunk.

MAKING A TURN OFF A HIGHWAY NORTH OF SEATTLE'S CITY LIMITS, THE 30-TON YULE LOG IS EASED AROUND AN APPREHENSIVE OPERATOR'S GAS STATION





MILLIONS of families KNOW FROM EXPERIENCE what ANAHIST can do!



# STOPS Cold Symptoms

**in many cases in a single day!**

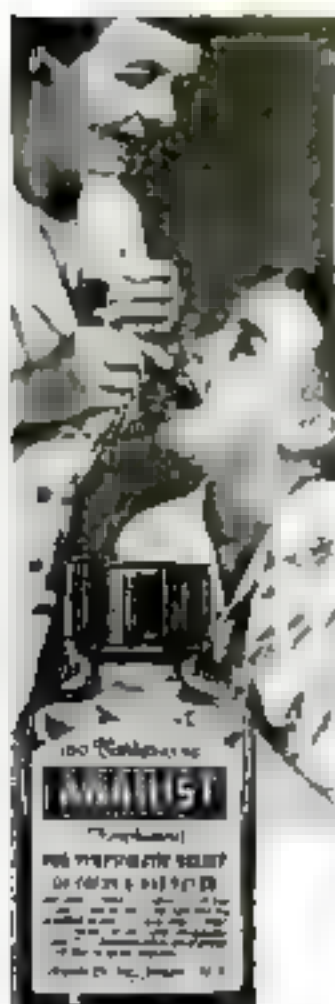
**Safety** Clinical tests by doctors show that ANAHIST safely stops sniffles, sneezes, watering of the eyes, watery nasal discharge, in many cases in a single day! Just follow directions on label.

**Effectiveness** 73% of physicians questioned have at some time prescribed antihistamines for relief of cold symptoms . . . significant result of a questionnaire answered by 1,600 doctors, polled by a professional medical magazine. Now the same antihistamine chosen by

thousands of doctors is available at your Drug Store—in 25 mg. dosage—in ANAHIST TABLETS.

## Pure Antihistamine

ANAHIST contains pure antihistamine—now in two companion products, ANAHIST TABLETS and the new ANAHIST ATOMIZER that sprays a fine mist of ANAHIST directly into the nose and nasal passages. Get both ANAHIST products today and be prepared! ANAHIST is the exclusive trademark of ANAHIST CO., INC., Yonkers 2, N. Y. ©1960



### 1 Famous ANAHIST Tablets

At first sign of a cold, or upon exposure, take ANAHIST. For best results, continue 3 days, one tablet after each meal, two before retiring. Available in 15, 40 and big, family-size 100-tablet bottles. Keep ANAHIST in your medicine chest always! Buy at Your Drug Store.



### 2 New ANAHIST Atomizer

Strikes colds where most colds strike first—in the nose and nasal passages! Unlike ordinary inhalers and nose drops, it blocks the action of released histamine-like substances—quickly relieves sniffles, sneezes, nasal congestion. Buy at Your Drug Store.



**America's Number One Antihistamine—Outsells All Others**

## Tallest Christmas Tree CONTINUED



**THREE THOUSAND LIGHTS** plus a pair of red flashers to warn low planes decorate the tree. Loggers call it the longest spar ever brought out in one piece.





Copyright  
Walt Disney  
Productions

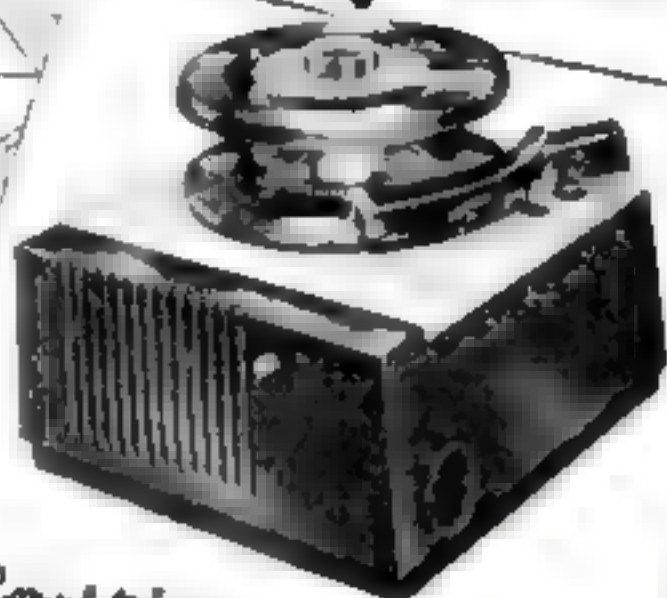
The youngsters' own "Victrola" 45  
phonograph with enchanting Walt Disney  
character decorations. Complete...  
not an attachment! Has famous  
"Golden Throat" tone system. 45EY15  
\$29.95

Dear Santa  
you would really  
me  
an R +

# EVERYONE'S ASKING HIM FOR "45"



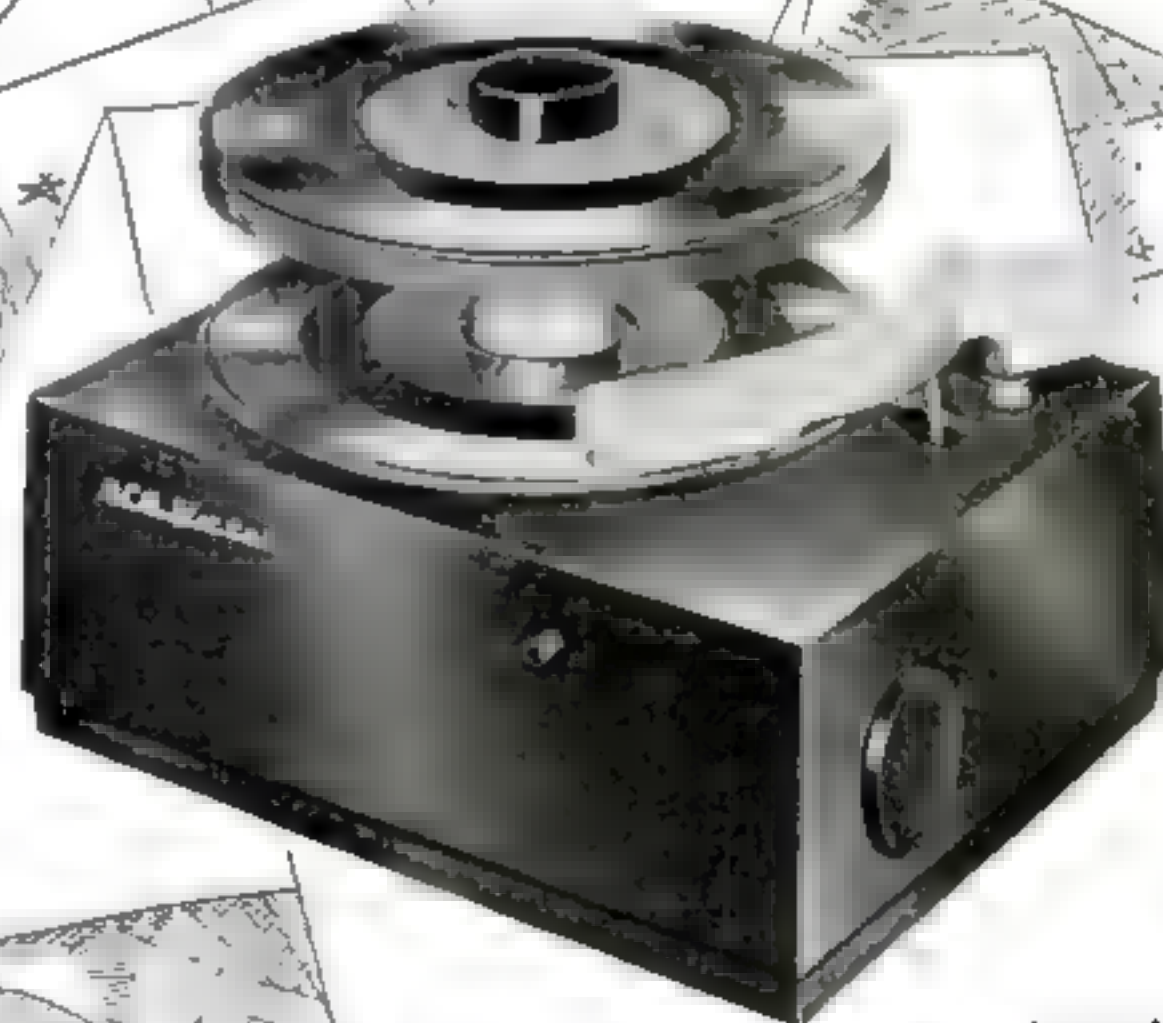
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The perfect travelling companion.  
Plugs into any 60 cycle AC  
electrical outlet. Smart,  
lightweight! Has handle  
for easy carrying. 45EY3  
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Complete "Victrola" 45 phonograph  
with its own speaker. World's finest  
automatic record changer.  
45EY1 \$27.95



"Victrola" 45 and powerful AM radio  
in a compact mahogany plastic  
cabinet that takes up less than  
1 cubic foot of space!  
45S10 \$59.95



This "Victrola" 45 attachment can play  
through any radio, phonograph or  
television set. So small it fits the storage  
compartment of some consoles.  
Only \$12.95

"The Gift  
That Keeps On Giving!"

No extra charge! A coupon book good for 6 records  
comes with every "45" instrument. Pick any RCA  
Victor single record release each month for 6 months  
to come. You also get a 6-month subscription to  
Picture Record Review Magazine.

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Prices shown are suggested  
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without notice. Slightly  
higher in the Far West and  
South on Model 9Y510.  
"Victrola" T.M. Reg.  
U.S. Pat. Off.

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World Leader in Radio ... First in Recorded Music ... First in Television



Here are 10 Robert Montgomerys. Don't be misled by that easy-going look—it disguises one of the most versatile dynamos of our time. Stump speaking for his chosen candidates . . . and an allergy for syndicated gambling, blackmailers, and insolence . . . have kept the Montgomery blood circulating nicely. Stubborn, he has a formidable reputation for getting his man. He particularly despises pretentiousness. And his wit can be devastating.



IN HIS 46 YEARS Robert Montgomery has lived almost 18 lives! Until such roles as that of the psychopathic killer in "Night Must Fall," most people thought of Robert Montgomery as a breezy, elegant young man about town.

Then he turned out some vigorously creative movie work: MGM's tough, realistic "They Were Expendable" and "Lady in the Lake," in which he had the audience view the action through the eyes of the unseen hero.

Every year months are added to our  
Since your father's day 16 years have

*In 1948—we gained about 5 months more  
In 1949—6 months more again  
In 1950—who knows?*

"To me, old age is always 15 years older than I am," maintains a senior statesman.

This is one of those jokes that is really serious.

But just how long is a man considered young?

If, like Robert Montgomery, you were born in 1905, the oldsters at that time were saying "Oh, maybe till he's about 25!" But twenty years ago, you were called "Young man!" until you were thirty.

In the '30s came the romance of the century . . . and the famous pair were around forty, you'll remember.

You don't have to earn this extra youth, either. You get it anyhow . . . just by having picked your century so intelligently.

Perhaps you agree with the late Bob Benchley, who said that whenever he felt like exercise, he lay down until the feeling passed. Or perhaps you do push-ups ten minutes every morning.

In either case, you're still in much better shape than your grandfather. Fifty years ago a man's bank account was judged by the size

of his bay window. Exercise was for day laborers and schoolboys. A very dim view was taken of daily bathing.

Today it's not just the miracle drugs that prolong your life. It's the whole way you live. Posture, proteins, sun, air and that efficient health promotor, running hot water . . . all these have a surprising amount to do with how long you live and how healthy you look.

It's a kind of benevolent circle; out of feeling young and healthy, you take a young man's care of yourself. And each continues to promote the other.

*"Whatever a man's age, he can reduce it*





NOW, THERE IS MONTGOMERY the producer, director, short story writer, ABC commentator. (Incidentally, he is one of the best wing shots in the country.)

World War II saw him in a Navy uniform doing liaison work, then commanding P. T. boats. On "D" Day he

commanded one of the first destroyer squadrons off the coast of Normandy.

Born near Beacon, New York, Robert Montgomery's youth was pleasantly furnished with dogs, horses, and travel. His collection of first editions began then. (His

Max Beerhohn collection is one of the largest in the world.) Currently on NBC's hour-long TV show, "Robert Montgomery Presents Your Lucky Strike Theater," he produces, plays host, occasionally acts. He is also star and director of the current picture, "Eye Witness."

## life span! been added:

*several years by putting a bright-colored flower in his buttonhole,"* said Mark Twain.

Here's another habit that helps reduce your age by several years . . . takes less than a minute.

It's this: Before you shave, give your face a good douse of the tap's hottest water. Your barber does it after your shave.

But dermatologists say it does you twice the good to apply it before you shave. One, it brings up your own nourishing, renewing blood. Two, it softens hair for an extra-quick, clean shave.

*"Circumstances alter faces,"* said Wells.

The everyday circumstance of Williams Aqua Velva after your shave will do the most to give you a look of healthy skin freshness.

Regularly used, this circulation-rouser brightens and braces your skin in a way nothing else can. A very good reason why

Williams Aqua Velva has become the world's most popular after-shave lotion.

Williams Aqua Velva is full of good sensations. Tonic freshness. A masculine scent. It keeps your skin flexible and comfortable . . . its natural moisture intact. And that helps protect it from sun, wind, cold. Another way Aqua Velva looks after your face: It lends first aid to scrapes or skin breaks, keeps your skin feeling soothed, looking young!

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SUPERIOR IN VERY DEFINITE WAYS**

*...these preparations were worked out  
for all 3 ways of shaving*

Special preparation for brush users. Williams Shaving Cream offers your skin a new comfort—extract of lanolin—an emollient remarkably like that contained in all human skin. This extract is 25 times as active as in plain lanolin, the well-known skin conditioner. We're proud to say that it's found only in Williams.

Particularly, if you take a young man's care of your appearance—you'll really appreciate how this bland cream helps to keep your skin looking young and healthy.

For the brushless shaver. Williams Glider contains the same type of oil that is used on a baby's skin. This special ingredient softens your beard and enables the razor to cut your whiskers close

and clean without scraping. Another ingredient, found only in Williams, helps replace the skin's natural oil . . . soothes tender skin. Rubbed well into the skin, it helps to keep skin smooth, young-looking.

If you use a Schick, Remington, etc . . . a unique beard conditioner. Williams Lightning Electric Shave is a pleasantly fragrant liquid that softens your beard so that it almost wipes off. One ingredient prevents sticky perspiration from slowing up your razor.

Another ingredient lubricates not only your skin, but the razor-head—giving you a faster, closer shave. After using Williams Lightning Electric Shave, your skin feels happy; has a fit, healthy look you'll like.

After any or all shaving—use the world's most popular after-shave lotion. Never miss Aqua Velva after you shave. Yes, any time you want a quick refresher . . . use Williams Aqua Velva.

• • •

In the year 1840 The J. B. Williams Company put its first shaving preparations on the market. Since then our products have held the public approval. Their good name has grown and grown, for an obvious reason: Men know these Williams products do the work, and do it better. Year after year, more and more men are using Williams products. Year after year, more and more men are looking wonderfully young, alive and healthy.

# Every year...men look younger and healthier!





# "YOU ARE

A unique Jewish trial probes

by LOUDON S. WAINWRIGHT

**A** MURDER trial strange to the 20th Century and unique in American history came to an end last week in New York. The charge of murder came from a Brooklyn fish dealer, who swore that five years ago his brother had been killed in a Nazi concentration camp—by a Jewish religious leader. The trial was held not before a judge and jury but before a tribunal consisting of two Jewish rabbis and an attorney. It heard evidence, not in order to pronounce a legal verdict and punishment—for it had no such authority—but solely to declare a man guilty or not guilty by the moral law of the ages. The scene was not a courtroom but the paneled, high-ceilinged library of the six-story, stone-front Stephen Wise Congress House on East 84th Street.

This tribunal was a *beth din*, an institution ancient and revered in Hebrew history. Centuries before Christ, when religion and law were one in Palestine, the *beth din* had pronounced judgments both civil and doctrinal. Through the Christian centuries, through the Middle Ages and down to modern times, changing custom and circumstances had forced the *beth din* to retreat into a strictly religious realm, though it always sought to act as the venerable custodian and voice of Hebrew moral law. Now, in a building that is the headquarters of the American Jewish Congress, a *beth din* was summoned to perform its ancient role. It was called into being by the fish dealer's electrifying memory of a moment of death in a concentration camp—a flashback that, for the days of this trial, illumined once again the great nightmare in which millions of Europe's Jews had died. This is how it came to pass.

## A terrible recognition

**B**ENJAMIN KRIEGER, a short, stocky man whose wide mouth glitters with gold teeth, came to America in 1949 with his second wife (his first wife and their children died in an Auschwitz crematorium). He settled in a clean, four-room apartment in Brooklyn and went to work—as in the old country—in a fish market.

It was on the morning of June 20 that Krieger learned he was not so far from the world he had fled. Walking along the sidewalk near his store, he saw a man passing, a man wearing a natty panama hat, a man whose face Krieger thought he remembered. He ran forward and accosted the passer-by. In rapid Yiddish he snapped out the question, "Were you at Auschwitz?"

The stranger nodded. At the urgency in Krieger's voice a crowd quickly gathered on the sidewalk.

"At Dachau? Mühldorf?"

Pale and frightened, the man nodded to Krieger's questions.

"Were you a *blockschreiber* at Mühldorf?" Krieger shouted.

ACCUSER AND ACCUSED provide trial's most dramatic moment when Benjamin Krieger names

Majer Mittelman as the man who killed Krieger's brother, then turns and points to Mittelman (right).



# THE MAN WHO KILLED MY BROTHER"

back into horrors of concentration camps to judge the charge that a man was murdered over a plate of soup



**THE TRIBUNAL** listens to bearded Ezekiel Ruttner, one of four rabbis who testified for the accused, Majer Mittelman. From the left, the tribunal members are: Rabbi Simon Federbush, formerly the chief rabbi of Finland; Chairman

Leo Pfeiler, the lawyer member; and Rabbi Joseph Lookstein, who is a professor at Yeshiva University, New York City. At the extreme right is the translator. These and the other drawings of the trial were done for LIFE by William Sharp.

Without waiting for an answer to his last question, Krieger screamed, "Then you are the man who killed my brother!" He jerked back his arm and struck the stranger.

The man twisted out of Krieger's grasp and ran down the sidewalk, his bulky briefcase still clutched tightly in one hand, his umbrella in the other. Shouting, Krieger and the crowd followed.

The police broke up the near riot. At the stationhouse Krieger repeated his accusations. It had happened at Muhlendorf, a concentration camp about 40 miles northeast of Munich. This camp was not a highly geared incinerator like Auschwitz and Dachau, but it had the usual qualifications for destroying

human beings: torturing labor, filth, sporadic SS sadism—and hunger. Food, in this world, was supreme—even dirty, watery food. Late one day, on a forgotten date in early 1945, Benjamin Krieger stood in the food line a little behind his brother Zalman, who was feverishly hungry. When Zalman pushed his plate forward for food, the man checking the line answered by seizing the metal eating plate and crashing it on Zalman's head. Zalman died. Now Benjamin Krieger said that the man checking the line that night was the man in the panama hat.

The Brooklyn police, baffled by the babbling Yiddish, could take no action: any crime, if it truly had happened, had been

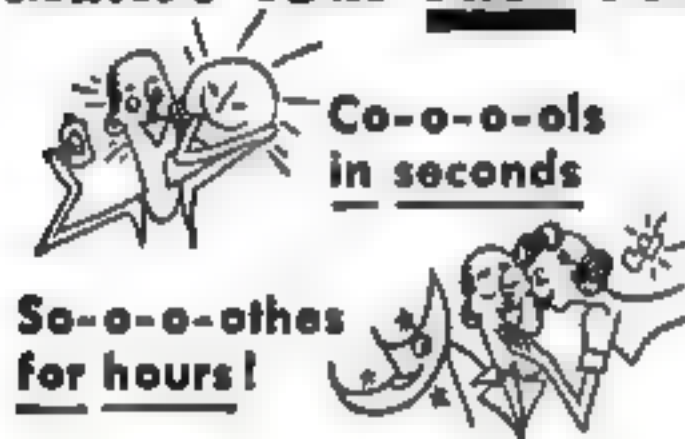
committed outside the U.S. The stranger admitted having been at Muhlendorf but denied ever having seen the Krieger brothers. He refused to bring assault charges against his accuser. He was Majer (pronounced "Meyer") Mittelman, 34 years of age; he had come to the U.S. in 1947; he lived with his wife and two young daughters at Olyphant, Pa., where he conducted synagogue services and also worked in a local packing house as a shohet (slaughterer of poultry and cattle in the kosher fashion). He had lost 45 relatives in German death camps. His memories were no less terrifying than Benjamin Krieger's.

As the crowd dispersed and Mittelman





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Tasty—tender  
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On counters everywhere.

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QUALITY CANDIES

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BEARDS AND BEAVER HATS predominated among spectators, many of whom were in camp. Victor Meyer (right, with cigaret) was defense witness.

### TRIAL CONTINUED

hurried away, it looked as if the matter would remain an ugly, unsolved mystery. Back home that night Mittelman, a badly frightened man, consulted a lawyer and was advised not to jeopardize his position by even letting the incident be known. In Brooklyn, meantime, Krieger's fierce anger seemed spent, and he answered inquirers tersely, "I am a businessman. I have no time." But the story broke in the New York papers next day—and it was not long before Mittelman's congregation knew that he had been accused of murder. He proclaimed his innocence and his readiness to defend himself. At this point the American Jewish Congress came into the picture: dedicated for over 30 years to the welfare of the Jewish community, it could not let this grim incident be passed over casually. Under the urging of prominent Jewish groups throughout the country, it offered a *beth din* to judge the fish dealer's harsh cry. Both men agreed.

**"So he said you already took soup"**

THE hearings opened the morning of Oct. 10. In the library of the building on 84th Street there was only the minimum furniture, with high-backed chairs and a long table for the tribunal before the big stone fireplace flanked by the U.S. flag and a Jewish emblem. A crowd of perhaps 40 persons came to the first session, among them many bearded rabbis wearing the high-crowned black beaver hats and long black coats Orthodox European Jews have worn for the past three hundred years. There were also many young men dressed in ordinary business suits; they sat in the back of the room, whispering to each other in Yiddish. At least half the people in the room were former concentration camp inmates.

Mittelman, wearing a black *yarmulke* (skullcap) on the back of his head and a natty, gray double-breasted suit, sat alone at the defense table near the front. Whenever newcomers arrived he turned anxiously toward the door, and when he recognized friends he bowed his head and smiled and waved. His knife-featured face was white but composed. His wife and a little group of relatives sat near him in the second row. When Krieger arrived, wearing a brown suit with a blue shirt open at the neck, he looked across the room, and for a moment Mittelman stared back. Then both men, with no change of expression, turned away.

Leo Pfeffer, the gangling, bespectacled chairman of the tribunal and assistant general counsel of the American Jewish Congress, opened the hearings. "These charges in their present form, neither satisfactorily corroborated nor satisfactorily dispelled, can only work a disservice to the Jewish community, impairing its dignity, self-respect and prestige."

Benjamin Krieger, his rough-featured face gray under his cap, came to the stand for direct examination by his counsel, Harry Berger. He began his testimony in a hoarse, even voice. Speaking Yiddish throughout, he more often seemed to address the translator sitting beside him than his lawyer or the tribunal. Translated phrase by phrase, his language, cramped with emotion, often seemed almost biblical.

First he identified Mittelman as a *blockschreiber* in the concentration camp, a clerk of the block (group of barracks) in which he lived. It was his responsibility to keep work, food and roll-call attendance records of the men in his block. Over the *blockschreiber* was another prisoner, the block elder; and over the elder were the SS guards. When the prisoners lined up every night after work in the yard near the barracks for their piece of bread and plate of watery soup, the *blockschreiber* checked off the numbers of the inmates as they came through the line.

CONTINUED ON PAGE 145





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*nor any other  
wool garment!*



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# ROLLS RAZOR



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**LAWYERS ARGUE** over testimony. In center is Krieger's lawyer, Harry Berger, flanked by defense attorneys Simeon Gross (left) and Emanuel Laster.

### TRIAL CONTINUED

The witness came to the day of the crime and his brother's last meal. "It came the turn on the line of my brother, so he said to him you already took soup. So he said I did not take yet and he remained standing. So he takes the plate and gives him a crash over the head. It is a sort of bowl, and he fell down and the blood began pouring. So I came over to him and asked him why did you hit him? And he gave me a punch in the heart. So I picked up my brother and I wiped him off. And I brought him into the barracks, and I went to get the meal. I went to take myself the meal my brother didn't take already."

During this description Mittelman, at the defense table only a few feet from his accuser, sat with his eyes closed and his head propped in one hand. Every time Krieger referred to Mittelman, he turned and faced the man he was accusing.

When had the attack occurred? Krieger could only answer, "To me one day was like another." Then, upon repeated questioning, he said he thought it had taken place about four or five weeks before the prisoners were freed by the Americans (around May 1, 1945). He could, understandably, be no more specific.

The lawyer went back to characterizing the accused: BERGER. Through what means was a person able to get a job as a *blockschreiber*?

KRIEGER. I saw with my own eyes that he had ability to knock this one, to drive that one, to give this one less food, to give that one more food.

CHAIRMAN. Previous to this incident . . . did he treat you differently than he treated the other inmates?

KRIEGER. Yes . . . he gave us watery soup, from the top.

One of Mittelman's two attorneys, Simeon Gross, tall and balding and sad-faced, came forward from the defense table for the cross-examination.

GROSS. What impressed Mr. Mittelman's face on your memory?

KRIEGER. I recognized him by his crooked nose.

GROSS. In Mühldorf, was Mittelman an overseer for each day for giving out food?

KRIEGER. Yes, he was *blockschreiber*. I saw him at mealtimes. . . . He looked at your face and directed whether you should be served from the bottom or the top.

Throughout the three hours he was on the stand that first morning (and even more markedly later) Benjamin Krieger's bearing was one of extreme impatience. He seemed to find it hard to understand that people could not take his story for the simple truth—why should they apparently want to find him in error? When a recess was called for lunch he got up, pulled angrily at his cap and stalked muttering from the room.

Rather suddenly, when trial resumed, the defense showed its hand. The complainant's case was interrupted for a defense witness, one Jacob Grossinger, 46, of Brooklyn. Grossinger said that he had been at Mühldorf with Mittelman and made the claim on which the defense was largely to rest: Mittelman had been severely ill and confined to his barracks a great part of the time he was at Mühldorf.

When Krieger came back on the stand, the defense went back to

CONTINUED ON PAGE 129



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## TRIAL - CONTINUED

the point of dates. His story was unchanged, but he was beginning to tire. He contradicted himself on small points. At first he said he and his brother were in different blocks at Mühldorf. Then he said that at the time of the incident they were in the same. Such confusion damaged his case. But the emotion and finality in his voice when he spoke of his brother seemed unquestionably real: "They took my brother to the hospital, and they took down his record. He was there a few days and he died."

Then the defense came back with the last witness of the day: Rabbi Moses Hoffman, a gaunt, bearded Hungarian Jew, who said that he had come to Mühldorf around July 1944 and that he had lived in the same barracks with Mittelman; in fact, that he had slept in the next bed. According to Hoffman, the accused had been confined to his bed with a urinary disorder the last two months before the liberation. Then, under questioning by Krieger's own counsel about the fatal incident, Hoffman said flatly, "I didn't see it and I didn't hear of it." It was impossible, he added, that he would not hear of it.

With cross-examination, however, Berger was able to establish real credibility for Krieger's statement that Mittelman had been —nominally at least—a *blockschreiber*.

**BERGER.** And do you mean to tell me that Mr. Mittelman was in his barracks in broad daylight and a German guard would walk by and close his eyes?

**HOFFMAN.** He was a friend of the block leaders. And when the guard came through, he got up and sat at the table and made as if he were working.

**BERGER.** What kind of work did he do?

**HOFFMAN.** He had to do clerical work.

## A heating for a loaf of bread

**A** LARGER crowd, at least 75 people, came to the second hearing on Oct. 22. Before it opened, Mittelman and Krieger passed in the hall, and again they looked quickly away from each other. The strain of the affair was evident in the faces of both men. Krieger's in particular had the damp whiteness of a man who is about to be sick at his stomach. Little groups of people stood around in the hall outside the room, and their sibilant Yiddish arguments echoed down the broad, uncarpeted stairway.

Benjamin Krieger was called back to the stand for further cross-examination. This time he did not stay long. Gross again tried to shake him on the dates when he was in each of several concentration camps. As Gross's questions got more insistent, Krieger grew more and more impatient. Quite suddenly Krieger stood up and shouted, "Why do they ask me all these questions?" He pointed at Mittelman. "I knew him as a scoundrel and he is still a scoundrel!" At this several people in the audience stood up and shouted too.

When order was restored Gross returned to the alleged crime. **GROSS.** Did Mittelman take the bowl? Did he throw the bowl?

**KRIEGER.** He took my brother's plate and hit him over the head, and blood began pouring. That is what I said last time.

**CHAIRMAN.** To which barracks did you take your brother?

**KRIEGER.** To our barracks, where we slept.

**CHAIRMAN.** Did you and your brother live in the same barracks?

**KRIEGER.** Yes.

**GROSS.** Didn't you testify...

Berger quickly interrupted with an objection. Krieger jumped up again and started out of the room, waving his hands wildly. Members of the audience began shouting again. When Chairman Pfeffer again restored order, he said, "We understand that we are all human beings, and sometimes we feel so deeply that we forget ourselves. . . . Any member of the audience who cannot restrain himself, he will be asked to leave." Krieger, for the time being, was excused from the stand.

Jacob Rubenstein was then called as a witness for the complainant. An emaciated, hollow-cheeked man of 41, Rubenstein —like both Krieger and Mittelman—had lost his first wife and children in the concentration camps. Speaking slowly and clearly in Yiddish, he was a most convincing witness.

**BERGER.** Was Mr. Mittelman a *blockschreiber*?

**RUBENSTEIN.** When I was [at Mühldorf] he was the *blockschreiber*.

**BERGER.** Did you know the deceased Zalman Krieger?

**RUBENSTEIN.** Yes. He slept near me in the same barracks.

**BERGER.** Were you on the line with Mr. Krieger for supper at the time the alleged incident happened?

**RUBENSTEIN.** Yes.

**BERGER.** Will you explain to this tribunal what happened?

**RUBENSTEIN.** One thing I know: that he smote him during the distribution of the food because I stood behind him, and he fell.

**BERGER.** You said "he." Who is "he"?

CONTINUED ON PAGE 140



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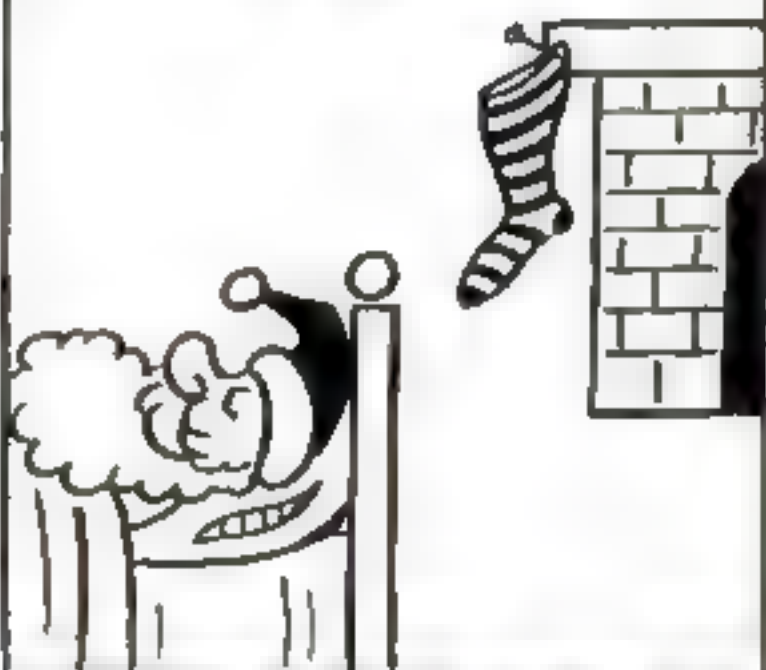
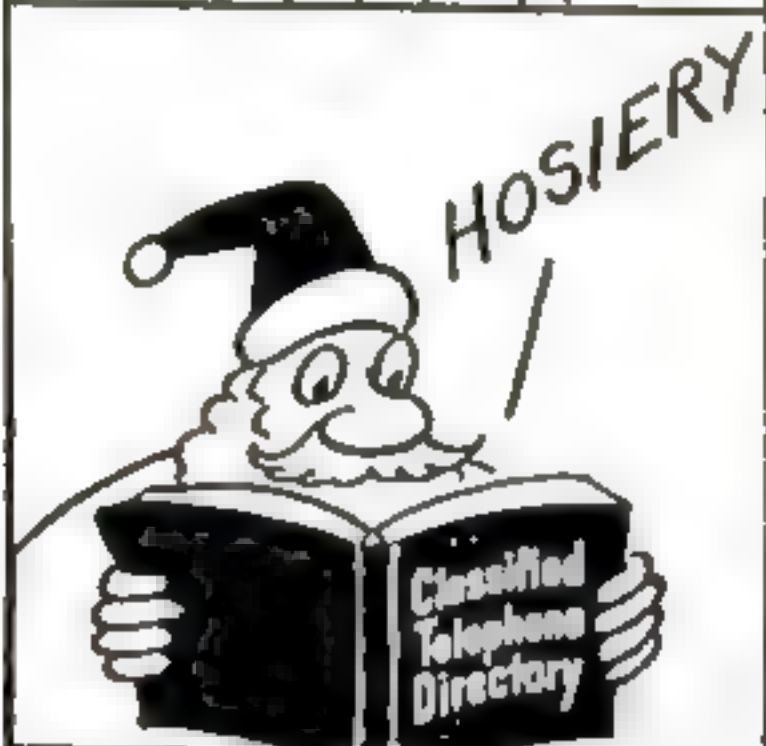
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**ACCUSER'S CHIEF WITNESS** was Jacob Rubenstein, who said he saw Mittelman strike Krieger's brother and that accused had also beaten him.

#### TRIAL CONTINUED

**RUBENSTEIN.** He (pointing to Mittelman). He hit him, and I also have signs from beatings he gave me.

His voice, when he made the accusation, was deliberate and strong, and as he mentioned the beating Mittelman supposedly gave him, he brought his left hand against his ribs. Mittelman, his hand patting the *yarmulke* smooth on the back of his head, stared at him for a long moment, then shrugged and turned away.

Now Lawyer Berger, seizing his advantage, pressed for more details.

**BERGER.** After Zalman Krieger was on the ground, did you see any blood?

**RUBENSTEIN.** I didn't notice.

**BERGER.** Why didn't you look?

**RUBENSTEIN.** Because I was hungry, and I ran as soon as possible to get my own food.

(Here it was again—the steady drumbeat reference to food that sounded through the whole trial. It kept reminding everyone in this oak-paneled room on 84th Street of the torturing days when the momentary weight of soup or bread on the stomach was the most important reality to men.)

Now Rubenstein went on to tell the tribunal of the time Mittelman had allegedly beaten him. He had stolen a dirty loaf of bread from Mittelman's barracks: "I lay down in my barracks and ate the bread. Later Mr. Mittelman came, and I didn't want to tell him. He found crumbs. He hit me so long that I couldn't move. Then he brought an SS man, and the SS man hit me."

Now Berger turned in his questions to meet Mittelman's defense head-on.

**BERGER.** At any time you were in the same block with Mittelman, did you see him sick?

**RUBENSTEIN.** No.

On cross-examination Mittelman's counsel couldn't shake Rubenstein's testimony. On dates his memory was as hazy as Krieger's had been. But he recalled the fatal incident clearly and described it. That dateless night, although it was already dark by the time they went to supper, he had been able to see all that happened by a light strung on a pole near the soup pot. He was standing only 10 or 15 places behind Zalman Krieger on the line.

One of the judges now asked how the witness could be sure of his identification of Mittelman now. He answered:

"I will tell you. If you see what a man has done to someone else, you may not recognize him later. But if you went through his hands yourself and his hands are still on your bones, then you have memories to this date. I definitely recognize him."

Here was solid and impressive testimony. It was hard to believe this man had not seen what he said he saw. The one question that could be asked was: did the witness not have his own reasons for hating Mittelman—or the *blockschreiber* he thought was Mittelman?

It was the defense's turn next, with their most compelling witness. Dr. Alexander Schonfeld of East St. Louis, Ill., a tall, fleshy man in a dark blue suit, testified in English. Schonfeld said he and Mittelman had been in the same group of prisoners at Muhldorf, and that there Schonfeld had been assigned by the SS as head of the camp hospital.

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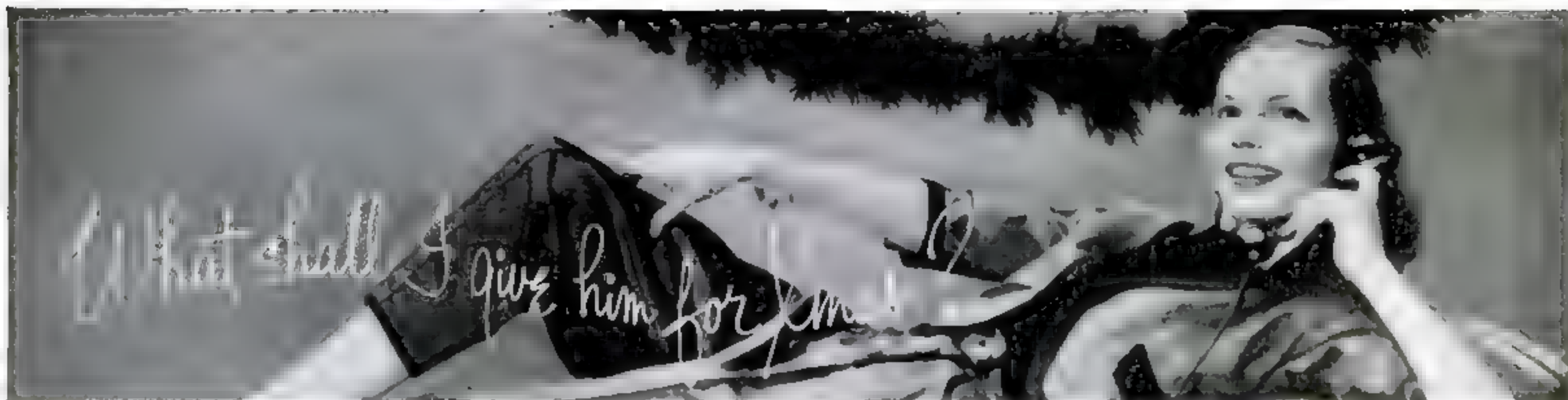


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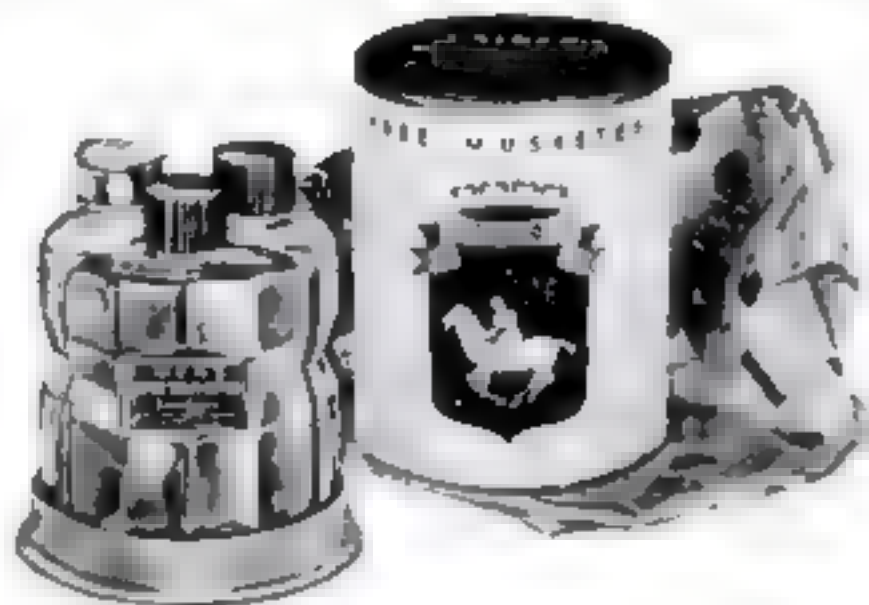




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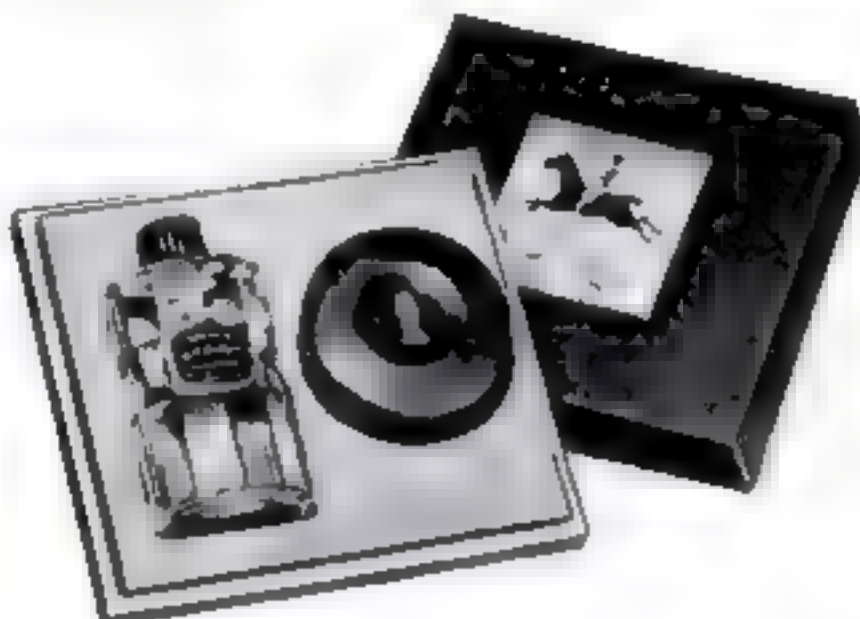
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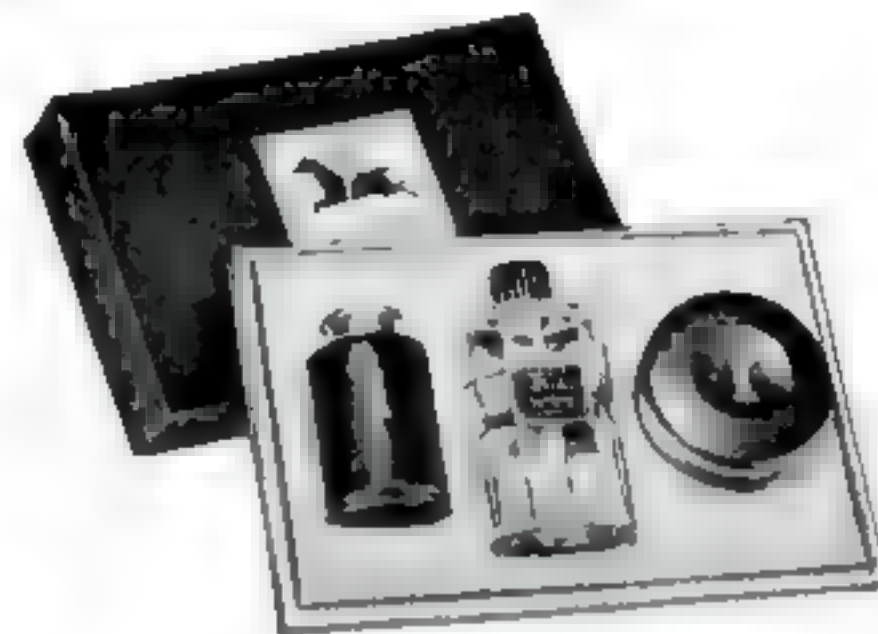
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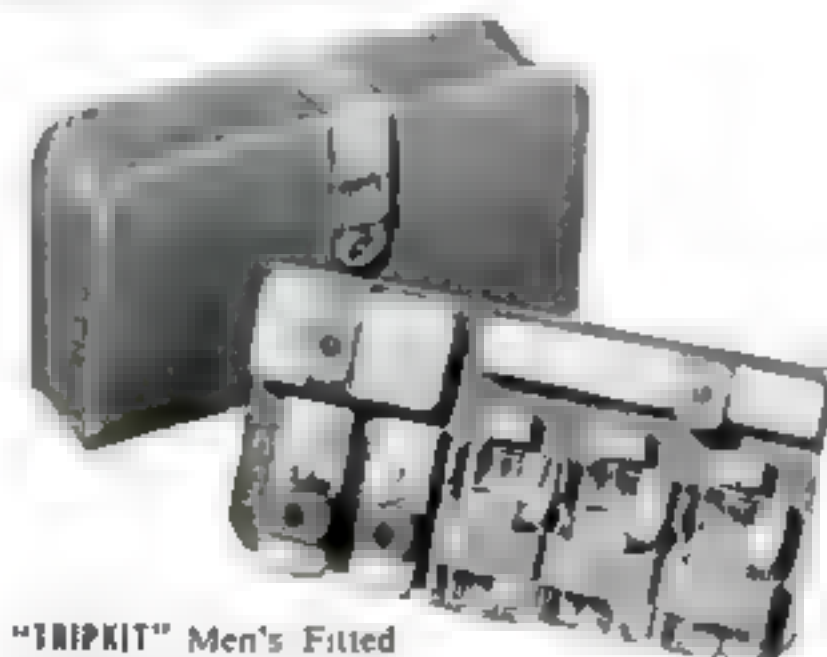
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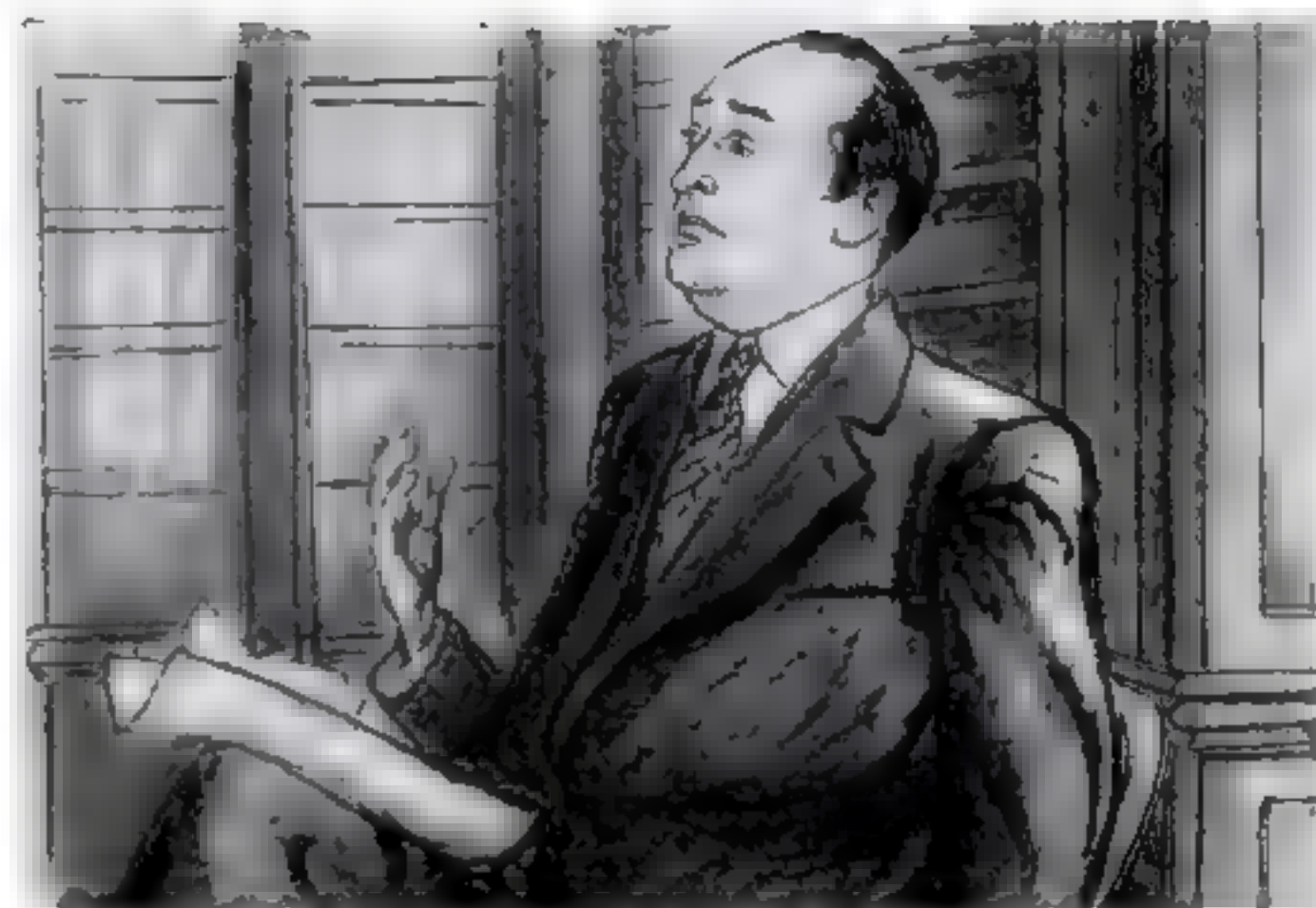
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**ACCUSED'S CHIEF WITNESS** was Dr. Alexander Schonfeld, a former camp physician, who swore Mittelman had been ill at time of alleged attack.

## TRIAL CONTINUED

GROSS. Did you minister to Mittelman in February or March 1945?  
DR. SCHONFELD. It was in February, the second half.

GROSS. What did you find was the matter with him?

DR. SCHONFELD. Periproctal abscess—infection of the entire lower body. He had a septic condition; pus went through his body. . . .

GROSS. Did you operate?

DR. SCHONFELD. It busted itself. He couldn't pass water, have bowel movements. One day—it seems Pesach (Passover—about the end of March)—one day he said he feels a little bit lighter. It really busted. Later he started a little bit walking, but he was very sick.

GROSS. Do you remember an incident in 1945 when a prisoner was taken into the hospital with either a fractured skull or suffering a hemorrhage as a result of a blow on the head?

DR. SCHONFELD. No.

GROSS. During the period March 1 to April 30 did you see the records of all patients in that infirmary?

DR. SCHONFELD. I saw the records and I saw the patients.

At an interruption by Berger the doctor suddenly stood up. "I came 2,000 miles please," he said. "I would like to explain because this is my heart. I didn't come for money." His face was flushed and angry and his voice shook. Here again was the emotion brought on by trying to steel one's memory to the recall of horror.

When the tribunal had calmed him, Berger took over cross-examination. He got nowhere in shaking the doctor's testimony.

BERGER. Why do you remember Mittelman's name?

DR. SCHONFELD. He was like a leader insofar as he tried to keep the people a little bit in Jewish religion. You know, he gave sometimes a little moral talk, you know, a little courage to keep on.

BERGER. Why are you so positive Zalman did not die?

DR. SCHONFELD. It would not have escaped our attention, the SS attention. He couldn't die so secretly.

The issue was joined at last when Berger asked how Mittelman could have functioned as *blockschreiber* when he was bedridden. The doctor answered tersely:

"He wasn't a *schreiber*."

How was it possible to reconcile the testimony of Dr. Schonfeld to that of Rubenstein? On the stand both had shown the same controlled vehemence, a vehemence that seemed—almost beyond question—like honesty. Were they speaking of two different Mittelmans? Rubenstein's *blockschreiber* was an arrogant, vindictive man who made his own life easier by making his fellow prisoners miserable. Schonfeld's Mittelman was a religious, almost saintly man, who gave little "moral talks" and who, for the last two months of his imprisonment, had been dangerously ill.

The defense now kept its counterattack rolling. The next witness called was Rabbi Ezekiel Ruttner. He had been confined to the camp hospital himself and backed up the doctor's testimony. Ruttner knew of no man who had been brought into the hospital with a head injury. On cross-examination Lawyer Berger only led himself into a blind alley.

BERGER. Did you receive any special favors from Mittelman between August of 1944 and April of 1945?

RUTTNER. Yes.

BERGER. What were the favors?

RUTTNER. He told me I should not lose hope and that God will help and we shall be redeemed.

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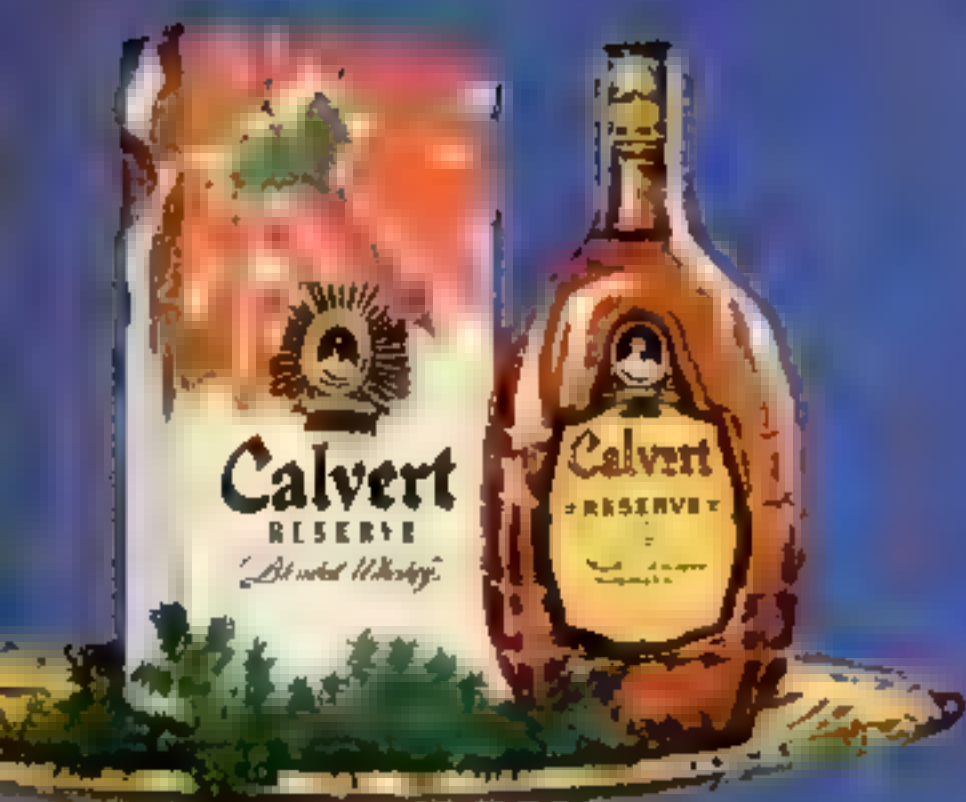
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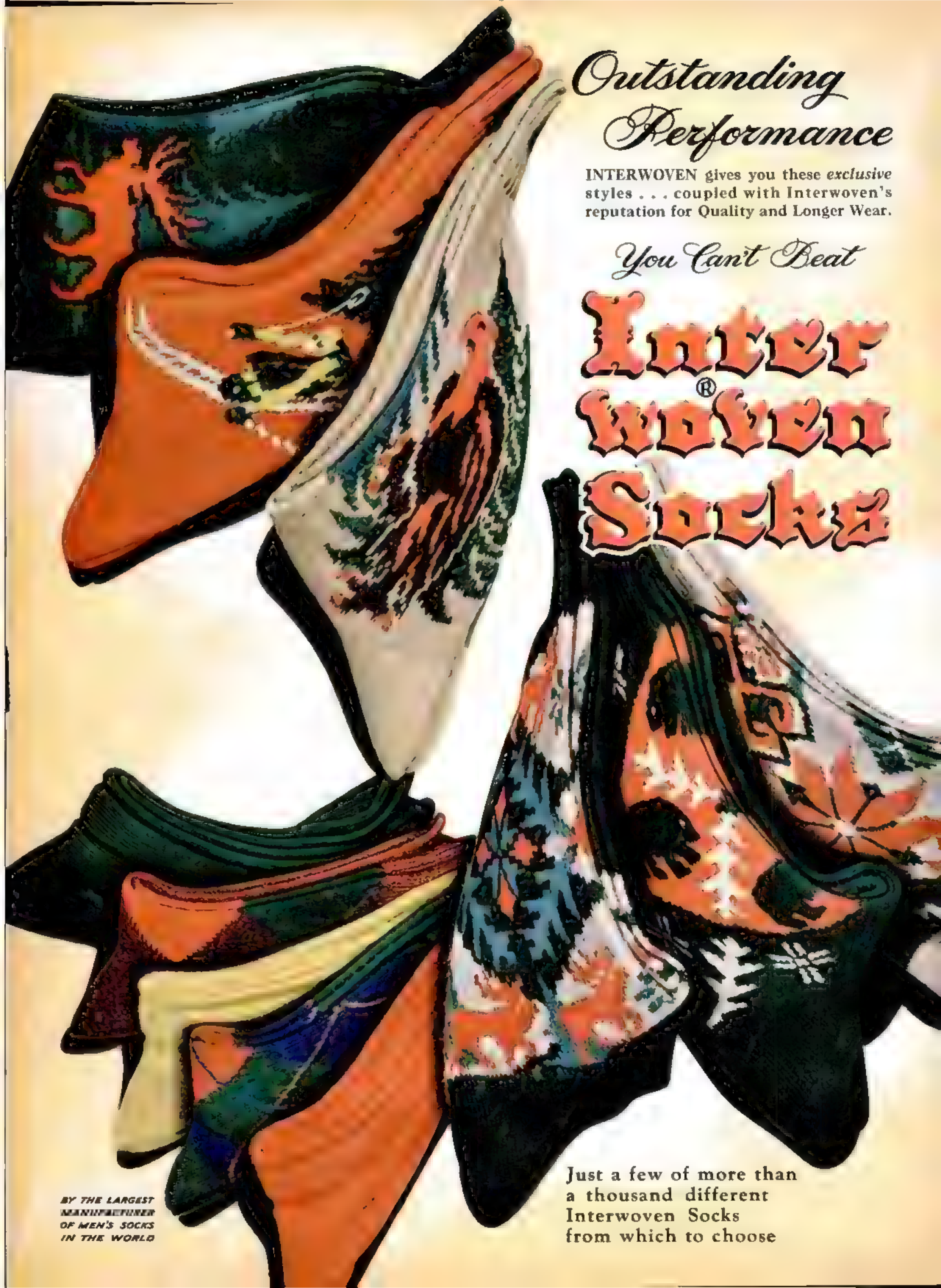


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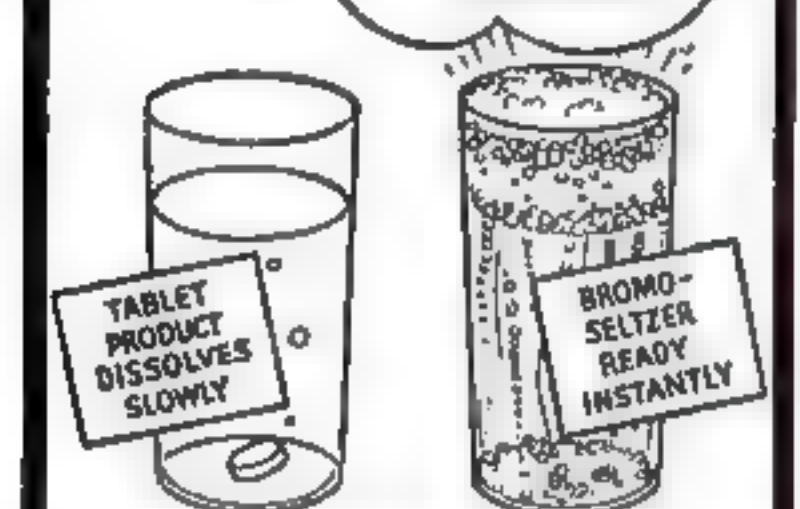
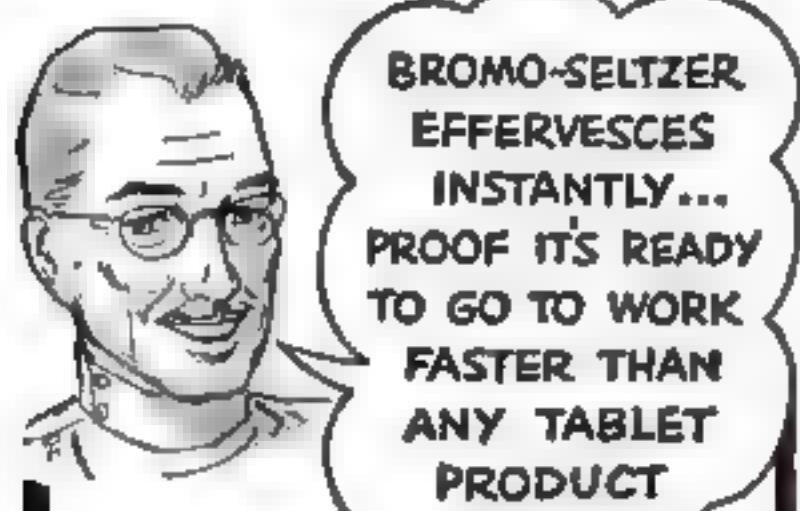
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## TRIAL CONTINUED

A WEEK passed now between the second and third sessions of the tribunal. For both Krieger and Mittelman it was much like any other week. Krieger and his wife worked hard in the little store in Brooklyn selling quantities of whitefish, carp and pike. In Olyphant, Mittelman worked in the packinghouse during the week and on the Sabbath led the congregation in the services. On Sunday morning he and his wife and two daughters got up early and, with some relatives from Scranton, drove the 135 miles to New York. They arrived at Stephen Wise Congress House shortly before Krieger, who had only a subway ride from Brooklyn. Because there were no kosher restaurants in the immediate neighborhood, some of the spectators came to the hearing carrying paper bags and cardboard boxes of food as if they were going on a picnic. The bearded rabbis, all sitting together in the second and third rows, whispered softly among themselves, their white hands fluttering rhythmically from the black sleeves of their coats.

Soon it was the plaintiff's turn again. Peter Stroh, a tall, pink-cheeked young man, was called to the stand. Holding his pork-pie hat in one hand, he looked like a college freshman, a boy who had never known anything worse than having his allowance cut off for a week. He had been in the forest camp at Mühldorf from July of 1944 until the liberation. He testified that, while there, he had been in the camp hospital with a case of frostbite.

BERGER. Was a certain doctor by the name of Dr. Schonfeld the head of the hospital?

STROH. No, he definitely was not.

He went on to testify he remembered the doctor but insisted that Schonfeld was only one of several doctors at the hospital. CHAIRMAN. Do you remember Mr. Mittelman from that camp?

STROH. Yes.

CHAIRMAN. Was he sick as far as you know?

STROH. As far as I know, he was not sick. He might have been. I don't know.

In his first questions on cross-examination, Lawyer Gross established the fact he apparently considered most damaging to Stroh's testimony: he was only 13 years of age when he was in the concentration camp. But, again under tribunal questioning, Stroh fortified one crucial point of the plaintiff.

CHAIRMAN. Do you remember whether you saw [Mittelman] every day at roll calls?

STROH. Yes, as far as I remember, I did.

CHAIRMAN. What was his function there?

STROH. *Blockschreiber*.

For all his youth, this witness's emotionless composure carried force and he had put Schonfeld's credibility to some question.

**"I never raised my hand over a Jew"**

NOW it was time for a long-awaited moment: Majer Mittelman was called and seated himself in the witness chair. His accuser, who throughout the session had prowled back and forth from the hearing room to the outer hall, came in and sat down. Mrs. Mittelman looked steadily down at her clasped hands. Speaking clear and rapid Yiddish—so rapid, in fact, that the translator had great difficulty keeping pace with him—Majer Mittelman told the tribunal that he had attended three Yeshivas (religious schools) in Czechoslovakia before the war and had been given his *smichas* (papers of rabbinical ordination). The Nazis, he said, had taken his *smichas* away, and he had never functioned in this country as a rabbi.

The rabbis on the tribunal began a line of questioning as a routine check of Mittelman's religious qualifications. Surprisingly they found that the accused showed a marked hesitancy and confusion when asked certain questions of religious law which, as a rabbi and a shohet, he should have known. For Mittelman this was a poor start with the tribunal.

Mittelman often turned and put his hand on the translator's arm and talked directly to him. They made a strange sort of bilingual duet, each looking at the other and nodding slowly as they spoke together, one in Yiddish, the other in English. Mittelman told of having worked his first two months in Mühldorf forest camp on an underground project. Then about October he had been taken off that work and put in another detail and in another block, one he remembered as being Block 8.

GROSS. Who was the *blockschreiber*?

MITTELMAN. There was no *blockschreiber*.

GROSS. Do you know Mr. Krieger?

MITTELMAN (shutting his eyes wearily). I got to know him the first time on June 20th on Lee Avenue, Brooklyn.

GROSS. Did you know Zalman Krieger?

MITTELMAN (shaking his head). Never heard of such a name.

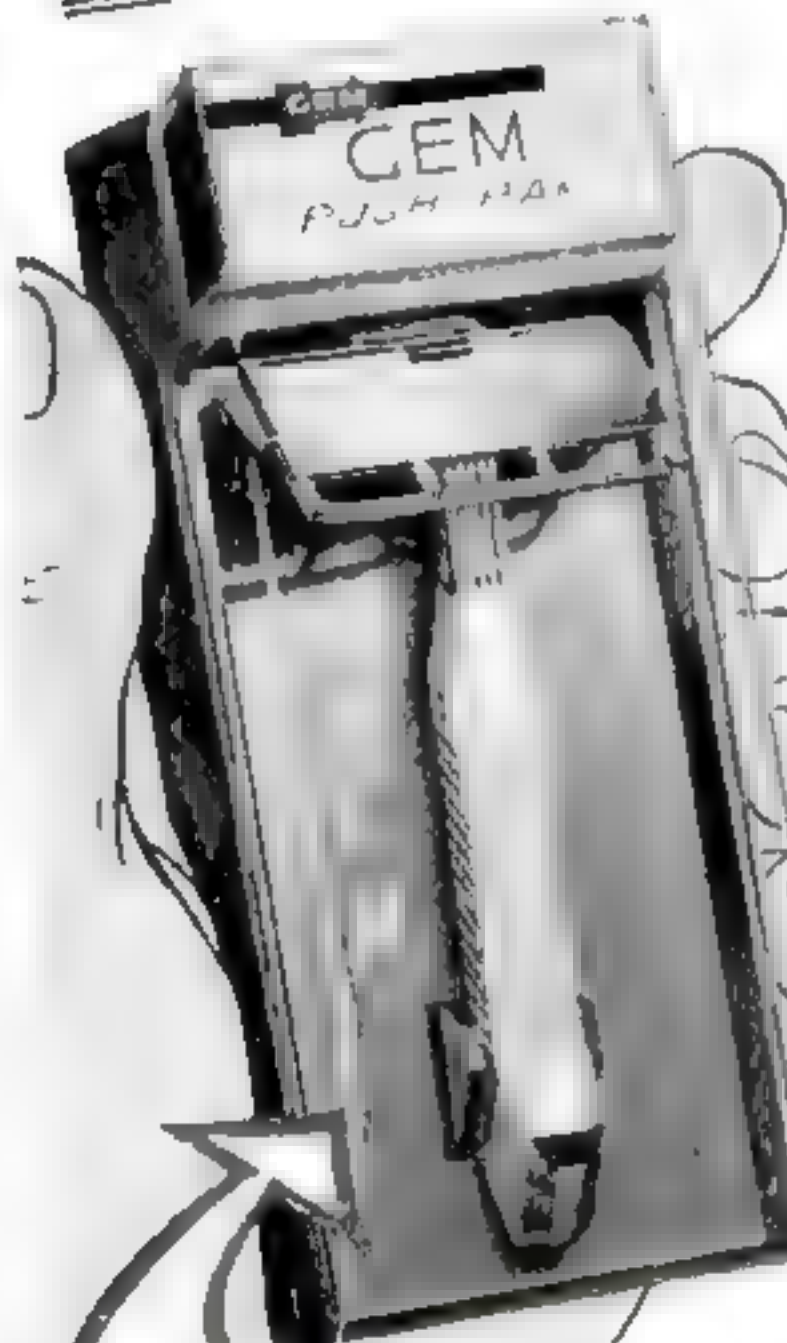
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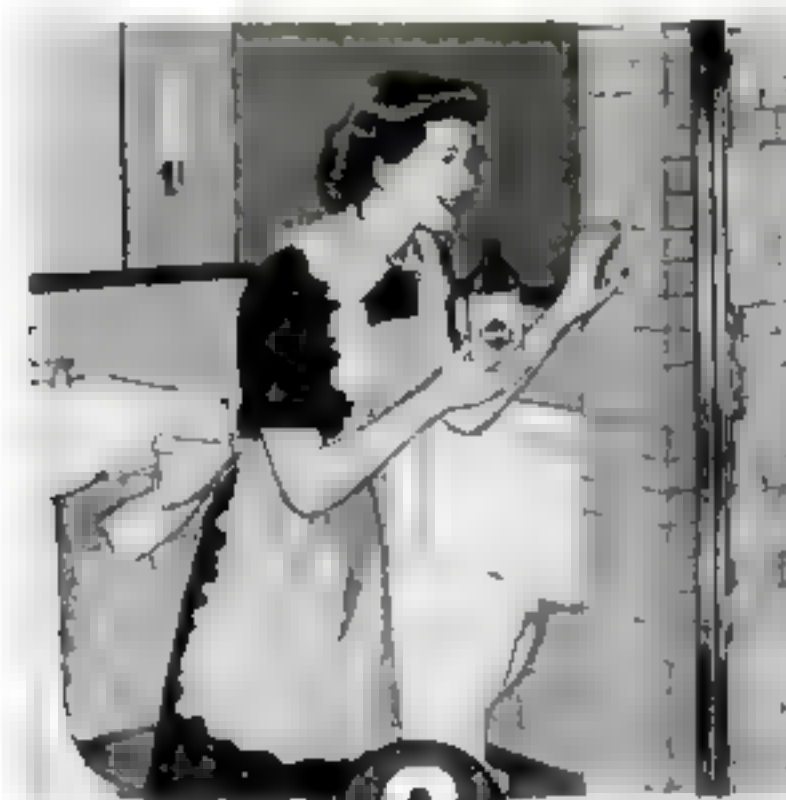
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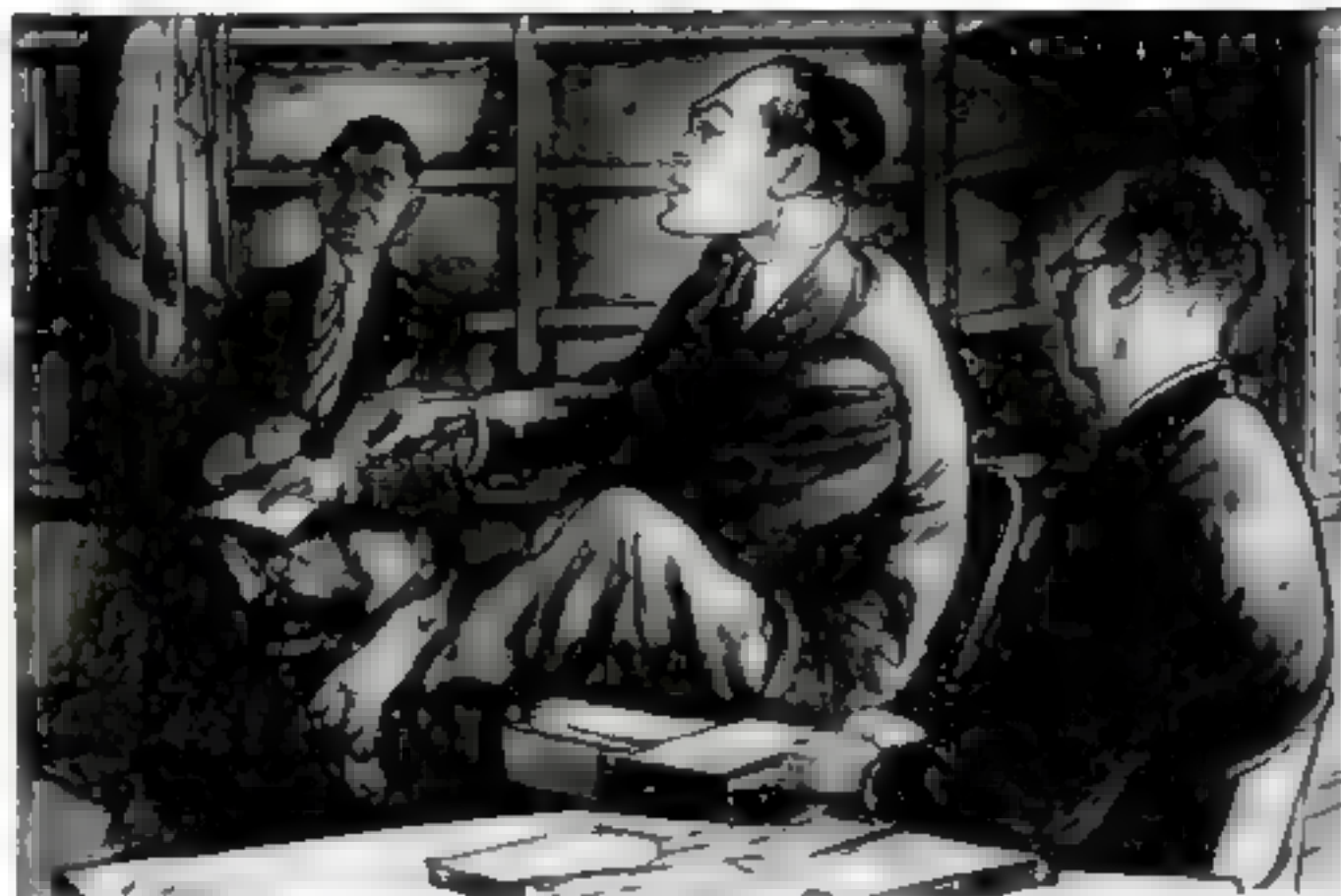
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**THE ACCUSED ON THE STAND.** Major Mittelman, describes his camp duties during cross-examination. Court stenotypist (right) takes his testimony.

## TRIAL CONTINUED

GROSS. Mr. Mittelman, did you at any time, either four weeks or five weeks or six weeks before the liberation, strike anybody on the head in the food line at the evening meal?

MITTELMAN. I never raised my hand over a Jew. There were no non-Jews.

When Mittelman repeated Dr. Schonfeld's testimony that he had been ill in his barracks during this time, one of the rabbis on the tribunal picked up the questioning. Why, he asked, had Mittelman not gone to the hospital?

MITTELMAN. I knew what the result of being in the hospital was. . . . A woman doctor used to come with a higher-rank SS man. . . . They would suddenly come into the hospital and whoever appealed to her was taken from the bed and was sent to Dachau, and they are no longer on this earth. Therefore I asked Dr. Schonfeld . . . that [he] should have mercy on me.

In a little more than an hour Mittelman's entire defense had been presented. The only bad moment for the accused had come in the beginning, when the rabbis on the tribunal had questioned him about his religious education. But on the main issue he was firm. He did not even need time to reflect. His Yiddish, particularly when he was addressing the tribunal, was polished and confident.

Berger's cross-examination lasted close to six hours. It was tough, stereotyped legal bludgeoning, insinuating all possible indictment of Mittelman's character, including deception toward his own religious congregation. It did not change the accused's resolute defense.

But one of the rabbis in the tribunal now posed the obvious question.

RABBI FEDERBUSH. How do you explain that Mr. Krieger recognized you and asked you whether you were from Mühldorf?

MITTELMAN. I cannot answer that question. . . . There wasn't a Jew in the entire camp who didn't know me by the name of Majer. Majer the *Rebbe* [the religious one] . . . [They called me that] because in the morning every time I went to work I prayed, and in the evening when I came back from work I prayed, so they called me Majer the *Rebbe*.

His face bleak and drawn, Mittelman began slowly to tire under the hours of questioning. He started snapping his answers. Once, when Berger tried to trip him on something he had testified earlier, he protested, "I don't know what I said. I have been speaking for five hours already."

Suddenly, under the barrage of Berger's questions about camp routine, Mittelman admitted that "sometimes" he *did* check the food line.

BERGER. You just admitted under cross-examination that you participated in the duties of a *blockschreiber*. Is that right?

MITTELMAN. Checking the line was never done by the *blockschreiber* but only by those who were standing in line; whoever had a chance to be the first one, he was the one to make the check.

BERGER. Approximately how many times did you act in that capacity?

MITTELMAN. I don't know.

RABBI LOOKSTEIN. Mr. Mittelman, this is very important. You ought to try to recollect to the best of your memory how many times—once, twice, three times—10 times.

MITTELMAN. The rabbi should pardon me. If I wasn't tired . . . I tried to be the first one so I should get some soup first. Everybody got

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Evening Jewelry • Cuff Links • Tie Bars • Belt Buckles  
Also table wherever fine jewelry is sold



It was the night before Christmas...  
and all through the years...

Unforgettable for a child—the magic of gifts like these.

Records that bring music and laughter, adventure and  
fantasy—building, through wholesome self-entertainment,  
a heritage of joy and understanding for your  
child to "grow on" through the years!

**NO FINER GIFTS  
FOR CHILDREN**

THAN



**RECORD  
ALBUMS**

If you want to be sure of getting the records children like best—look for the "Bozo Approved" seal on the cover! Children recognize Bozo, the world's best known and best loved record personality. They also know and love Bozo's friends—Bugs Bunny, Hopalong Cassidy, Little Toot, Tweety Pie, and the many other fascinating characters they hear, see and enjoy in these albums and Record-Readers... "color picture books that talk." No children's gifts that cost so little—give so much!

Choose from more than 60 Bozo APPROVED Albums at your favorite Record Dealer. Usual prices range from 95¢ to \$3.75†—all on non-breakable 78 or 45 speed records.

**Tweety Pie**  
Bozo on the Farm\*  
Baby Snooks  
Hopalong Cassidy—  
Square Dance Holdup\*  
Woody Woodpecker—Talent Show\*  
Bugs Bunny Sings  
Walt Disney's Three Little Pigs\*  
Sparky's Magic Piano  
Bugs Bunny in Storyland\*  
Daffy Duck Meets Yosemite Sam  
Rusty in Orchestraville  
Bozo at the Circus\*  
Bugs Bunny Meets Hiawatha  
Little Toot

\*Record-Readers, child follows story and pictures while listening to records.

†NOT INCLUDING FED., STATE OR LOCAL TAXES.

**CAPITOL RECORDS**

SUNSET & VINE  
HOLLYWOOD 28, CALIFORNIA

**Capitol**  
REG. U.S. PAT. OFF.  
RECORDS  
HOLLYWOOD



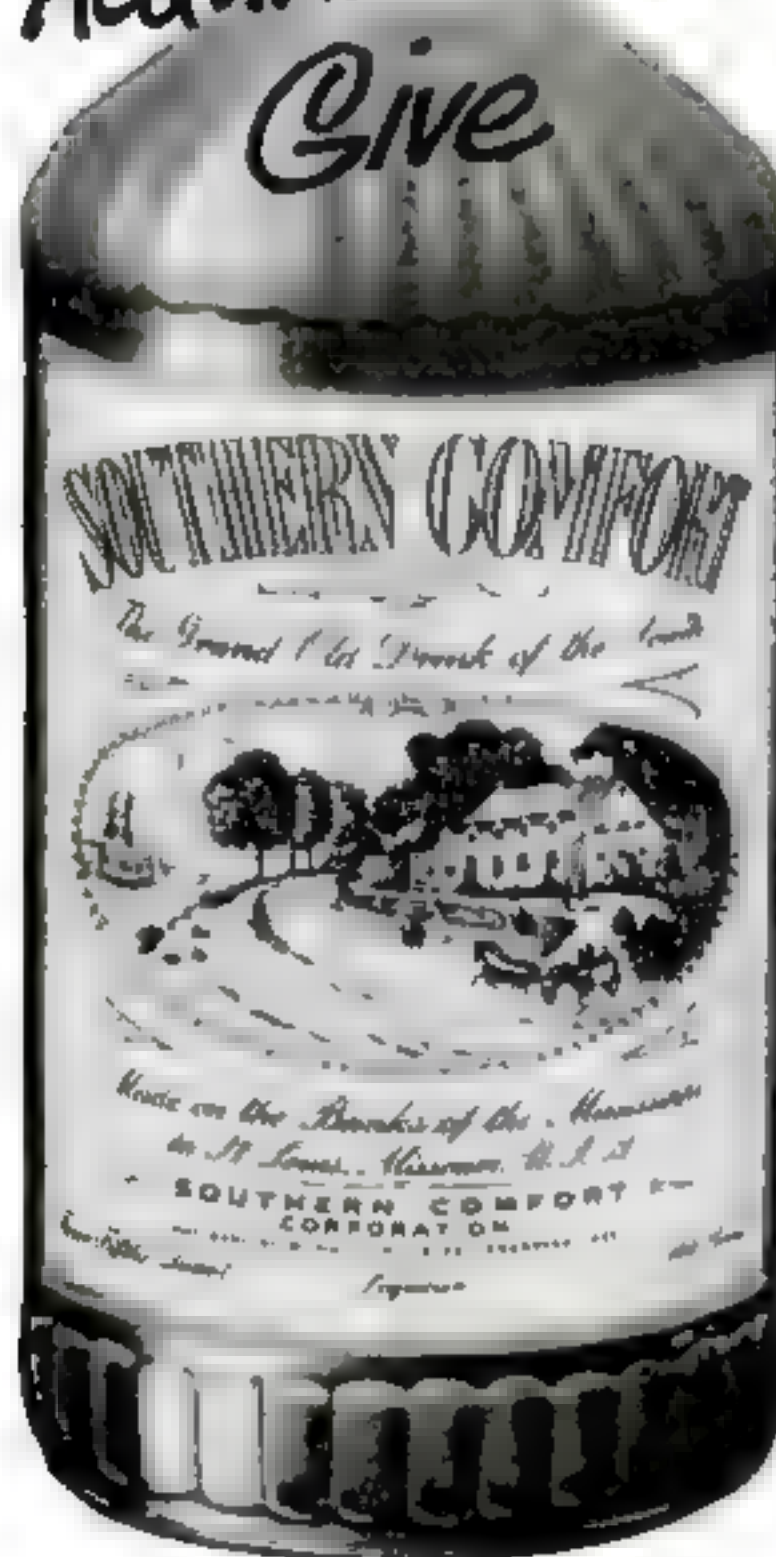
# DUNCAN HINES

## Suggests



America's foremost authority on food and drink, author of *Adventures in Good Eating*, *Lodging for a Night*.

"To make a  
FRIEND  
of an  
ACQUAINTANCE  
Give



It is truly America's  
tastiest drink"

100 PROOF LIQUEUR  
SOUTHERN COMFORT CORP.  
Dept. 4, St. Louis, Mo.

### TRIAL CONTINUED

soup, everybody got a portion, but if you got there first it was better. RABBI LOOKSTEIN. How many times did that happen? MITTELMAN. I don't know. I never kept a record . . .

It was only a few questions later when Berger closed the ordeal with a crisp, "That is all." Majer Mittelman, after almost seven hours in the witness chair, shook hands with the translator, bowed and smiled at the tribunal members and walked back to his seat at the defense table. Benjamin Krieger, who explained to the tribunal that he had to open his fish market at 9 o'clock the next morning, got up and went home.

After six more witnesses had added nothing substantial to the testimony, Chairman Pfeffer stood up and called the hearings at an end. It was 12:45 a.m., Oct. 30. The sessions had taken three long days. The tribunal had heard the testimony of 14 people.

For the tribunal to judge the truth was a formidable task. All the evidence came from tortured memories of a time when horror itself had become monotonous. And all the testimony added up to seemingly irreconcilable conflict.

Was Mittelman a simple, holy man, madly assailed by another's twisted recollection of a fatal day? If so, it was an extraordinary chance impulse that led the fish dealer to single out for attack, on a sidewalk in Brooklyn, a man who—it turned out—had indeed been at Mühldorf at the time and had at least some authority in the camp. And was the strong confirming testimony from skeleton-like Jacob Rubenstein merely more fabrication? And was it not curious that a man so devout should, before the rabbis of the tribunal, seem so unlearned in his faith?

To indict Mittelman as the murderer seemed no easier. Seven witnesses testified to his illness at the time of the crime. For what conceivable reason could Dr. Schonfeld be lying? And not even one of Mittelman's eight witnesses had ever seen or heard of the dead man.

Last week the tribunal pronounced its verdict in a five-page document. They found Majer Mittelman not guilty, because of insufficient evidence.

The opinion was not unqualified. Absolving the accused of all guilt in Zalman Krieger's death, the tribunal nonetheless made it clear that they felt Mittelman had been untruthful on two occasions. First: he had been, in spite of his denials, a *blockschreiber*. Second: he was not, as he had stated in the beginning of his testimony, a duly ordained rabbi.

Speaking of Benjamin Krieger, the tribunal expressed belief in the complete sincerity of his accusation. They stated their certainty that his brother Zalman had died in a concentration camp, probably as the result of a beating. But they expressed the opinion that Krieger was mistaken in identifying Mittelman as his brother's killer. The blame for Zalman Krieger's death, and the deaths of millions like him, was laid where it belonged—to German Nazism.

So ended the *beth din*. In Brooklyn, Benjamin Krieger went on about his business. According to all the precepts of law and evidence and justice, he had been overruled. He was supposed to go on now and sell his fish and forget he had ever seen Majer Mittelman. Slow, simple Benjamin Krieger would never forget.

As for Majer Mittelman, his future in Olyphant was uncertain. He had been found innocent of Krieger's charge, but his religious qualifications had undoubtedly been somewhat discredited. Asked whether he intended to keep on in his present position, he said, "My friend, I am not running. If I would run, I would have run that first night."



TRIBUNAL HUDDLES near end of trial. Judges waited for a month after trial, studying testimony and deliberating, before delivering their verdict.

RELIEVES  
HEADACHE  
NEURALGIA  
NEURITIS PAIN

FAST



Here's Why . . .

Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved active ingredients. Anacin is specially compounded to give FAST, LONG LASTING relief. Don't wait. Buy Anacin today.

NEW MINTS Medically Proven  
Quickly RID STOMACH of GAS

Do you ever suffer stomach gas, heartburn, from acid indigestion? Get amazing new BiSoDoL Mints for fast relief. Safe, gentle, BiSoDoL Mints give longer-lasting relief than baking soda—yes, hours of relief. Refreshing, minty flavor sweetens sour mouth, stomach. So relieve heartburn, upset stomach, from too much food, drink, smoking. Sleep all night long when acid indigestion strikes. Carry new BiSoDoL Mints for fast relief—anywhere, anytime, 10¢.

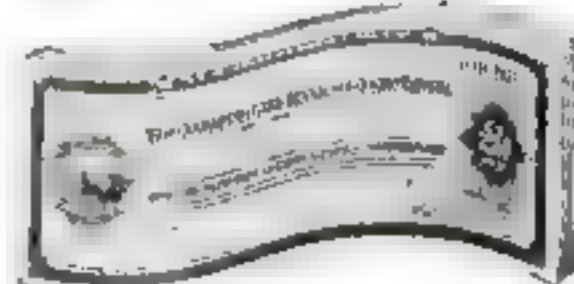
BiSoDoL—Reg. U. S. Pat. Off.

A FAMOUS GUARDIAN  
like our  
NATIONAL CITY BANK  
TRAVELERS CHECKS



Nothing gives your travel funds more protection anywhere than NCB Travelers Checks. Thiefproof, loss proof . . . promptly refunded if lost or stolen . . . spendable anywhere. Good until used. Carry this famous guardian with you. Cost 75¢ per \$100. Buy them at your bank.

NATIONAL CITY BANK



TRAVELERS CHECKS

MAINTAINED BY THE NATIONAL CITY BANK OF NEW YORK

First in World Wide Banking

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for your best beloved—  
the best beloved gift of all...

# Evening in Paris

**BOURJOIS**

Evening in Paris gift box combination: purse flacon of Perfume and sparkling bottle of Eau de Cologne . . \$1.00

French sailor hat tips to disclose Evening in Paris Perfume plus Flacon, Eau de Cologne, Talcum, Face Powder and Lipstick, all for . . . . . \$7.50

"Christmas Bell" with Evening in Paris Perfume and Eau de Cologne . . . \$1.00

"Holiday Sleigh" carries generous-sized Evening in Paris Perfume . . . \$3.00



Evening in Paris Face Powder, Lipstick and Rouge in three make-up color combinations, gaily packaged in a bright, holiday, "see thru" gift box . . \$2.15



Sparkling new triangular holiday box harbors this welcome assortment: Evening in Paris Perfume, Eau de Cologne, Lipstick and Rouge . . . . . \$3.25



Festive silvery-and-midnight blue package contains romantic Evening in Paris Perfume attractively matched up with Eau de Cologne and Face Powder \$2.75



Exquisite Yuletide combination of Evening in Paris Perfume, Eau de Cologne, Talcum, Lipstick and Rouge, gathered together in a beautiful gift box \$5.00



"Two for You" Ensemble, in a lovely, lacy package, brings her charming purse flacons of her favorites: Evening in Paris and Mais Oui Perfume \$1.85



Glamor gift, filled with six Christmas surprises: Evening in Paris Perfume, Eau de Cologne, Toilet Water, Face Powder, Lipstick and Rouge . . . \$10.00



Brightly beribboned box, spangled with stars, is delightfully packed with Evening in Paris Perfume, Eau de Cologne and Face Powder . . . \$1.50



"Christmas Candle," brightened with Evening in Paris Perfume . . \$1.65

Evening in Paris Bath Powder, wrapped in silvery paper with blue and red stars . . \$1.25  
(All prices plus tax)



Best in Bourbon  
Bottled in Bond

# Charter Oak

Made Grander by  
the Years Gone by





**24-CARAT** cocktail costume (Toni Owen; top \$30, skirt \$45) is worn with jeweled coil necklace, bracelet (Trifari; \$35 and \$25).



## Gold-plated Fashions

In a season of elegant fashions and luxurious fabrics, the latest advance in gilding the American woman is a gleaming cloth that not only looks golden but is. By a new process, introduced by Frank Associates and first used commercially to gild Cellophane Christmas ornaments, a genuine 24-carat gold film is transferred like a decalcomania to fabrics and

leather. It will not rub off or tarnish; it is also washable and water repellent, which makes it practical for raincoats and bathing suits. Its most extravagant use is in evening fashions like the dress shown above. With it are worn gold sandals whose soles are molded of one piece of leather that hugs the instep and toes without covering them (Delman, \$38.95).

CONTINUED ON NEXT PAGE





**"I've found the secret for an inexpensive Christmas!"**  
*enthused Elsie, the Borden Cow*

"How funny can you get, woman?" roared Elmer, the bull. "Ask the guy who pays the bills—ask me! Remember last year—"

"This year," hastily soothed Elsie, "things will be different."

"I'll say they will!" raged Elmer. "Get out that gift list! I'm cutting it down to the bone!"

"Let me tell you my secret first!" begged Elsie. "This Christmas I'm going to give everybody gay boxes of delicious things to eat. For some, I'll make exciting-looking holiday cakes and candies with Borden's

*Eagle Brand Sweetened Condensed Milk. For others—*

"You'll be until next Christmas making enough candies for all your friends," jibed Elmer.

"Indeed, no!" protested Elsie. "You can make dozens of kinds of festive candies with Eagle Brand without even cooking 'em! And the speedy cookies you make with Eagle Brand—"

"What are you going to give folks like my boss who doesn't eat cookies?" snapped Elmer.

"I'm sending cards telling them

NOT to prepare any Christmas eggnog," answered Elsie. "Then, on Christmas morning, you and the children and I will drop in on them with holly-decked bottles of rich, delicious Borden's Eggnog."

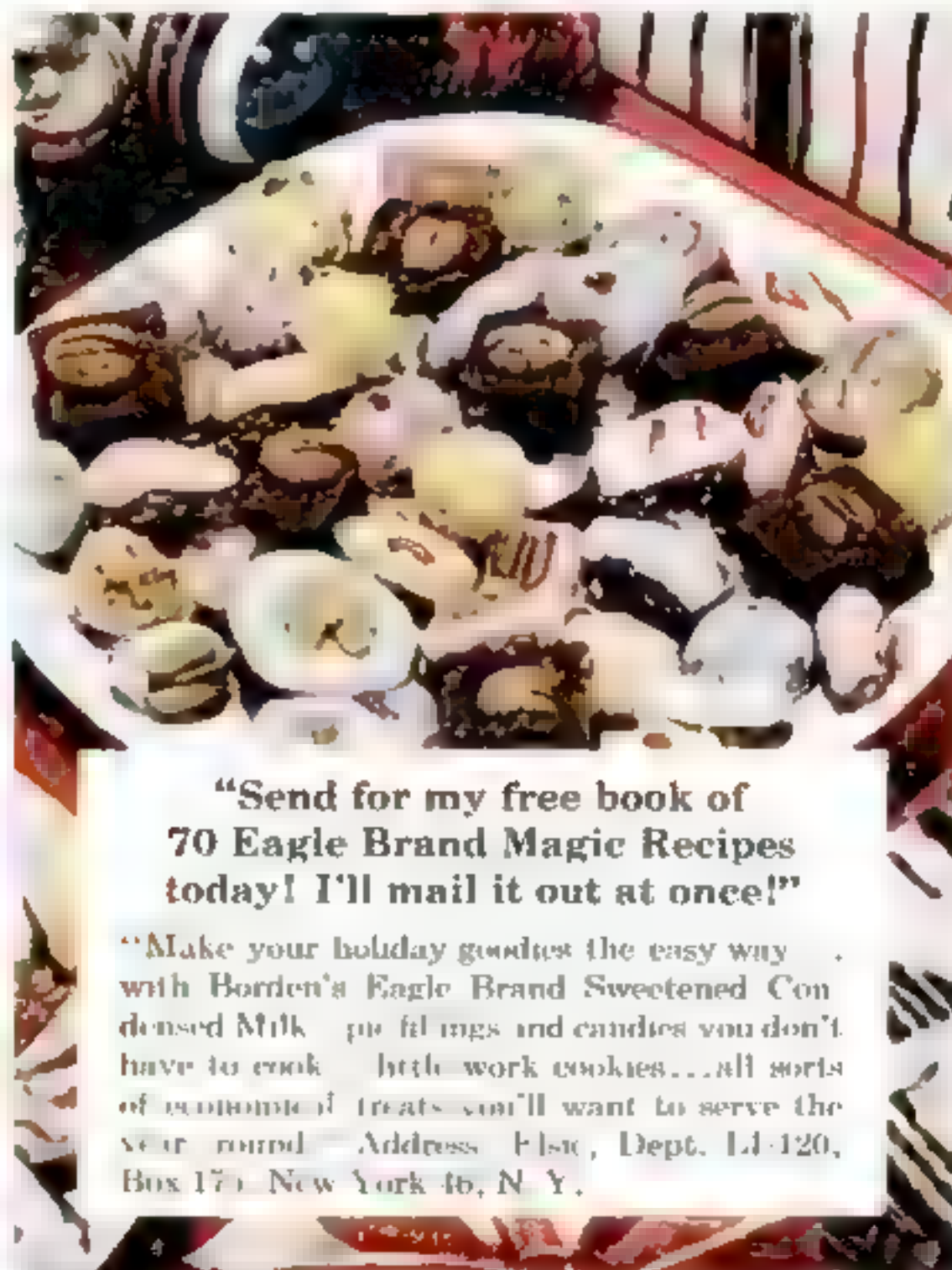
"Say, that's a pretty good idea," grudging Elmer.

"Pretty good?" grinned Elsie. "Borden's Eggnog is wonderful! A rich, delicious holiday treat for the entire family! A creamy, rich blend of grand dairy products and tasteful flavors! What I call a good gift—if it's Borden's, it's GOT to be good!"



**Star treat of the holiday season**  
**— Borden's Eggnog!**

Grandest Eggnog you ever served your holiday callers— or your children & friends! A rich, creamy-smooth blend of wholesome dairy products and delicious flavorings. All ready to serve. Non-alcoholic, of course so the entire family can enjoy it. Order plenty in advance from your food store or your Borden Milkman.



**"Send for my free book of**  
**70 Eagle Brand Magic Recipes**  
**today! I'll mail it out at once!"**

"Make your holiday goodies the easy way with Borden's Eagle Brand Sweetened Condensed Milk—pie fillings and candies you don't have to cook—little work cookies—all sorts of economical treats you'll want to serve the year round—Address: Elsie, Dept. LJ-120, Box 170, New York 46, N. Y."

## Fun with Food

*by Elsie  
the Borden Cow*



Want an ice cream that's *smooth as satin*? A *creamy* ice cream—filled with the wonderful candy flavor of walnut nougat?



Don't disturb Santa—just ask for **LADY BORDEN WALNUT NOUGAT ICE CREAM** where you see the Borden sign!

**LADY BORDEN WALNUT NOUGAT** is so different—so divine! Makes a delightful holiday dessert—grand eating any time!

Pick up some today. Like all the other Lady Borden flavors, it comes in a distinctive, round Burgundy-colored package.

Here's Special Christmas gift news: Believe it or not, Elmer and I are now on phonograph records! We made them specially for all our little friends. You'll find them at department stores and record shops. When the weather's bad, they help children be good!



**Tip for holiday entertaining!** Stock up now with the *star* of any cheese or tidbit tray—**BORDEN'S GRUYERE!**

It's a wonderful cheese—made from fine Swiss cheese, aged 11 months or more!

Comes in handy 1-oz. portions—ready to serve as is with crackers or bread.

Gruyere is especially good to keep on hand to warm the cockles of a snack-hungry husband's heart.

Place your order today!



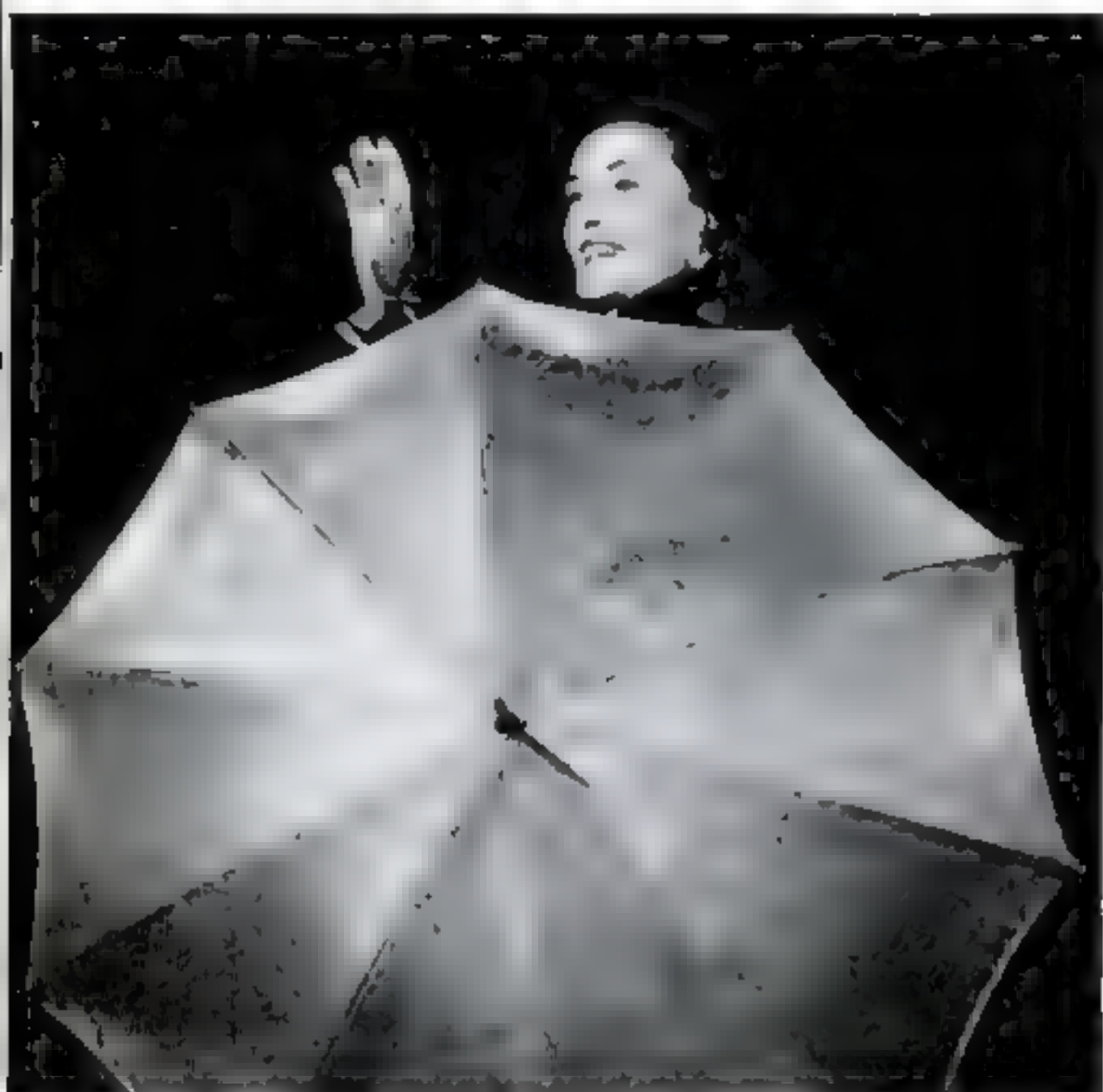
**IF IT'S**  
**BORDEN'S**  
**IT'S GOT TO BE GOOD!**

©The Borden Company





**GOLDEN GLOVES** (John Fredericks, \$22.50) and blouse (Toni Owen, \$30) of jersey can be washed in lukewarm suds.



**GILDED UMBRELLA** is practical wet-weather application of new process (Lorenson, \$15). Backed with taffeta, the fabric will not stretch or spot in rain.



**GLEAMING STOLE** lined with velvet (Symphony, \$50) is 6 feet long, can be worn with either gold or black side out.

CONTINUED ON NEXT PAGE



Wallet  
\$7.50\*

Key Case  
\$3.75\*

WRITE for the Rumm  
Christmas Gift Folder  
C. F. Rumm & Sons  
Philadelphia 6, Pa.

## CHOOSE THE *Match-Mates* YOU WANT



Wallet  
\$2.50\*



*To Take Along*



Ladies' Clasp-It  
Wallet  
\$8.50\*



*To Give Away*

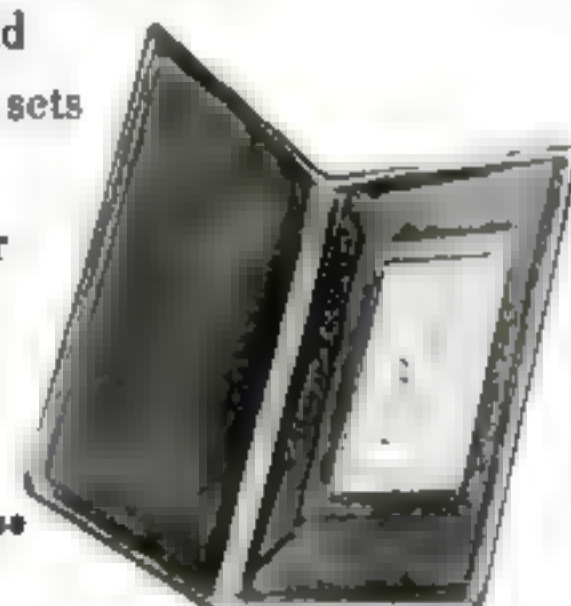


Ladies' Wallet  
\$7.50\*



*To Show About*

They're ready now!  
Rumm's matchless new wallets  
and matching leather accessories . . .  
fashioned of rich, new leathers, slim  
and sleek in styling, staunch and  
sturdy for carefree wear. Choose your  
Match-Mates from many wallets and key  
cases. Add matching accessories now  
and later. Sold  
singly and in sets  
by your  
Rumm dealer



Letter Case  
\$8.50\*



*Centennial*  
1850-1950



Fitted Case  
\$22.00\*

\*Plus Tax





For a carefree  
holiday trip...



FOR RAILROAD TRAVEL AT ITS BEST

Go Pullman

COMFORTABLE, DEPENDABLE,  
AND—ABOVE ALL—SAFE!

©1930, THE PULLMAN COMPANY



GOLD LACE is used to make evening dresses, separate skirts and elegantly impractical hostess aprons (LIFE, Nov. 20) like the one shown above (Toni Owen, \$30), which is worn with tight black velvet slacks and a strapless top.

Christmas Flash



GIVE THE GREAT  
NEW

**Leica**

Now Leica makes better pictures easier than ever with the only camera that perfectly synchronizes flash to all shutter speeds. Automatic synchronizing dial is built right in. You get all the Leica's world-renowned precision features with other new ones added... at no added cost. Unique new Leica Flash Unit actually folds to pocket size... priced at only \$28.00 Incl. Tax. See the great new Leica III<sup>f</sup> at your franchised dealers now.

\*Reg. U. S. Pat. Off.

E. LEITZ, Inc., 304 Hudson St., New York 13, N. Y.

Year in and year out  
you'll do well with the  
**HARTFORD**



—all forms of fire,  
marine and casualty  
insurance and fidelity  
and surety bonds.

See your Hartford agent  
or insurance broker

**HARTFORD FIRE  
INSURANCE COMPANY**

**HARTFORD ACCIDENT  
AND INDEMNITY COMPANY**

**HARTFORD LIVE STOCK  
INSURANCE COMPANY**

**HARTFORD 15, CONNECTICUT**



**BURGESS MEREDITH**, too,  
has graduated to Carling's—the **LIGHT-HEARTED** ale!



*Burgess Meredith, distinguished director  
of the New York hit play "Season in the Sun."*

CANADA'S  
GREAT ALE  
IS NOW BREWED  
IN U. S. A.!



© 1950  
Brewing Corporation  
of America  
Cleveland, Ohio

## CARLING'S *Red Cap* ALE

Brewed *light* in the U. S. A. to suit American  
tastes... Carling's Red Cap Ale has lost none of  
the gusto and *heart* of its proud Canadian heritage.  
And bright, clear, *light-hearted* Carling's—  
so uniquely right for light-hearted moments  
—costs no more than fine premium beer!



*Why don't you graduate to light-hearted Carling's... today?*



# Hard Club to get into

BEAUTIFUL AS THEY ARE, MANY OF THESE  
PEAS WON'T MAKE THE GREEN GIANT LABEL

Our neighbors up in Minnesota used to shake their heads.

"Here you are," they'd say, "growing what we'll admit is a finer pea from that selected seed of yours. And those newfangled notions of yours—like hiring scientists to tell just the hour when each field should be picked—they worked out pretty good, too."

"But, what gets us is—after all that, you go ahead and kick out so many of those peas as not being quite tender enough!"

Well, maybe we are too fussy, but we've got a point, too. We've never seen the day when women didn't want more Green Giant Brand peas than we could grow. Try a can tonight. We think you'll see why.



How tender is a pea? Green Giant scientists don't guess. This machine known as the tenderometer, tells them exactly by shearing peas and measuring their resistance. This is only one of the tests for tenderness that Green Giant Brand peas must pass.

Green Giant Company, headquarters, La Sueur, Minnesota.  
Fine Foods of Canada, Ltd., Tecumseh, Ontario  
"Green Giant" Brand Reg. U. S. Pat. Off. © 1936





BAHA'I DELEGATES AND THEIR FAMILIES POSE FOR AN ANNUAL PICTURE ON THE STEPS OF THEIR ORNATE NEW TEMPLE

# Baha'i

## AN ODD-LOOKING TEMPLE OUTSIDE CHICAGO HOUSES A HIGH-MINDED FAITH

The nine-sided, dome-topped building above, which faces Lake Michigan near Chicago in Wilmette, Ill., is sometimes locally and irreverently referred to as "God's orange squeezer." Though odd looking, the structure houses a high-minded religion called Bahá'í, whose purpose is to unite under one God nine of the world's

faiths (*next page*). Founded 87 years ago by a Persian mystic named Bahá'u'lláh, Bahá'í now has members in 78 countries of the world, 6,000 of them live in the U.S.

When the U.S. members met this year for their 42nd annual convention, they were especially happy to pose for the group portrait

(*above*). Under construction since 1921, their temple is almost completed. Through the years its cost—about \$2.5 million—has been met almost entirely by the U.S. membership, contributions from nonmembers being refused. When the Bahá'í members meet again next year, the temple will be finished inside as well as out.





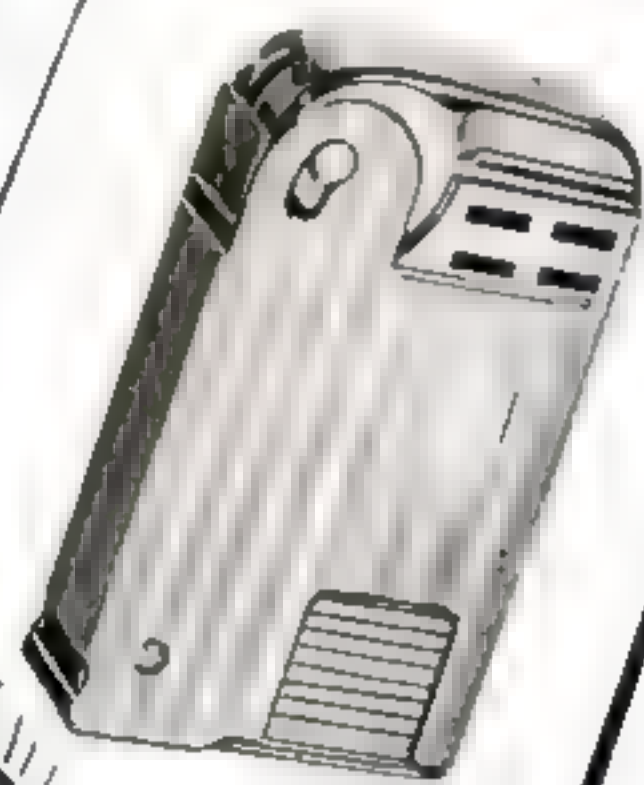
Send postcard for FREE leaflet with 42 tips on "Good Taste Today," Box A-10, Oneida, N. Y.

**Watch that knife!** Why shouldn't your knife lean against the plate? It might slip and soil the tablecloth! That's why the rule is: knives *across* the plate. As important as good manners is the good taste of your table appointments... your silverware. To keep your table looking right, a handsome set of matching silverware probably does the most for the least money. A 36-piece set of 1881 (R) Rogers (R)\* Silverplate is only \$39.75, chest included! A remarkable value... compare! 4 lovely patterns to choose from in this long-lived silverware. Pattern below is Del Mar\*.



\*Trade Mark ©1950, Oneida Ltd., Oneida, N. Y.

*Can't miss!*



...as the perfect gift

...as the perfect *Lighter*

Yes, a Regens can't miss for day-in, day-out usefulness. This all-purpose, all-weather lighter is Unconditionally Guaranteed. Handsome design in nickel, chrome, enamel, etched, rhodium or gold plate finish. \$1.50 to \$5.00. At better jewelry, drug, tobacco and department stores. You can't miss when you see the name Regens on the lighter.



Just PRESS—it Lights  
Release—it Closes



REMOVABLE TANK  
makes filling easier...  
prevents overflow on  
spark wheel and flint.  
One filling lasts longer.  
Ideal light for pipes.

**REGENS**  
FULLY AUTOMATIC

REGENS LIGHTER CORPORATION • 2 EAST 46th STREET, NEW YORK 17

## Bahá'í CONTINUED



**NATIONAL SPIRITUAL ASSEMBLY**, elected annually, has nine members. Two missed meeting—one was ill, the other touring Bahá'í work in Latin America. Chairman Paul Haney (center) is a Washington, D.C. economist.

## RELIGION IS GEARED TO THE NUMBER NINE

Although the Bahá'í religion has no ritual or dogma, it attaches an overwhelming importance to the number nine, which, being the highest digit, symbolizes to Bahá'ís the coming of age of the human race. The faith is administered locally and nationally by nine-man governing bodies (above). The nine-sided temple sits in a nine-acre park. Bahá'ís believe God has been revealed by the prophets of several religions as shown here. Founder of one, the Sabaeen, the religion of Sheba, is unknown. Another religion, Babism, was succeeded by Bahá'í, which was founded by Bahá'u'lláh 87 years ago and was carried on into this century by his son 'Abdu'l-Bahá.



ZOROASTER



MOSES



JESUS CHRIST



MOHAMMED



BUDDHA



KRISHNA



'ABDU'L-BAHA

**MAJOR PROPHETS** listed by Bahá'ís all taught oneness of God and the brotherhood of man to their followers at different stages of history, signifying the progressive nature of divine revelation. 'Abdu'l-Bahá, however, was not a prophet but is shown because to Bahá'ís he stands for both Babism and Bahá'í. Wrote Bahá'u'lláh, "The word of God is one word, the spokesmen are many."

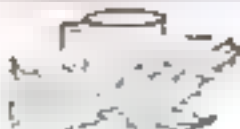
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De Luxe:  
specially  
elegant...  
uncommon.

WEBSTER



 Walker's De Luxe Tom and Jerry recipe: For a single serving, beat white and yolk of 1 egg, separately. Blend, add 1 teaspoonful powdered sugar, beat again. Pour in 1 jigger Walker's De Luxe. While stirring, top with hot milk or boiling water. Sprinkle with nutmeg. Multiply ingredients by number of servings you want.

*Walker's De Luxe is a straight Bourbon whiskey,  
elegant in taste, uncommonly good—a Hiram Walker whiskey.*

*Hiram Walker & Sons Inc., Peoria, Ill. 86 Proof.*





## *And above all - Real Enjoyment!*

The real enjoyment of Christmas comes with the heartwarming customs of the season. Above all is the enjoyment brought by the gatherings of family and friends. And for over 90 years, superb A&P Coffee has played a real part in these cheerful get-togethers. For this roaster fresh Custom Ground coffee is America's favorite, and will be enjoyed in more homes this Christmas than any other coffee you can name!

You'll find that any one of the three distinctive blends (mild, medium and strong) adds a festive note to your holiday meals and everyday meals. Try A&P Coffee, won't you? And above all, enjoy a really—**Merry Christmas!**

**A&P COFFEE**

AT ALL A&P FOOD STORES



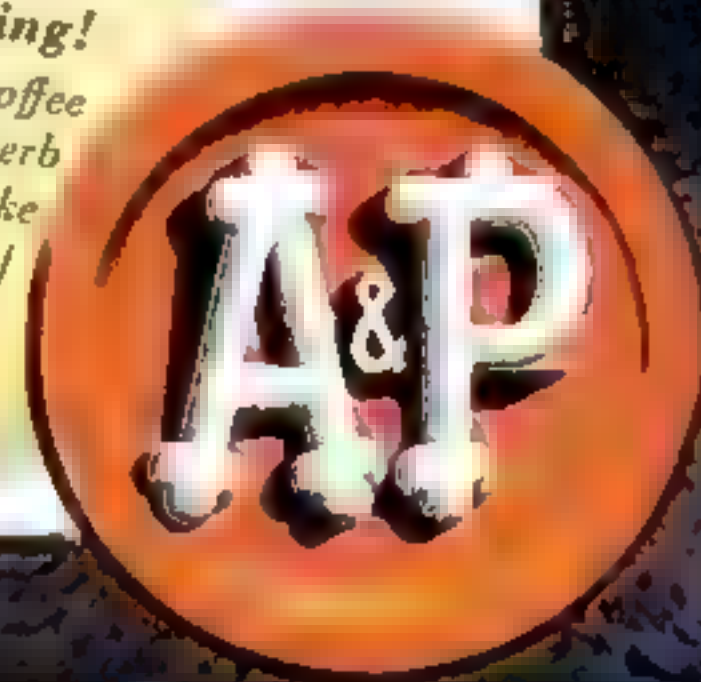
Mild and  
Mellow

Rich and  
Full-Bodied

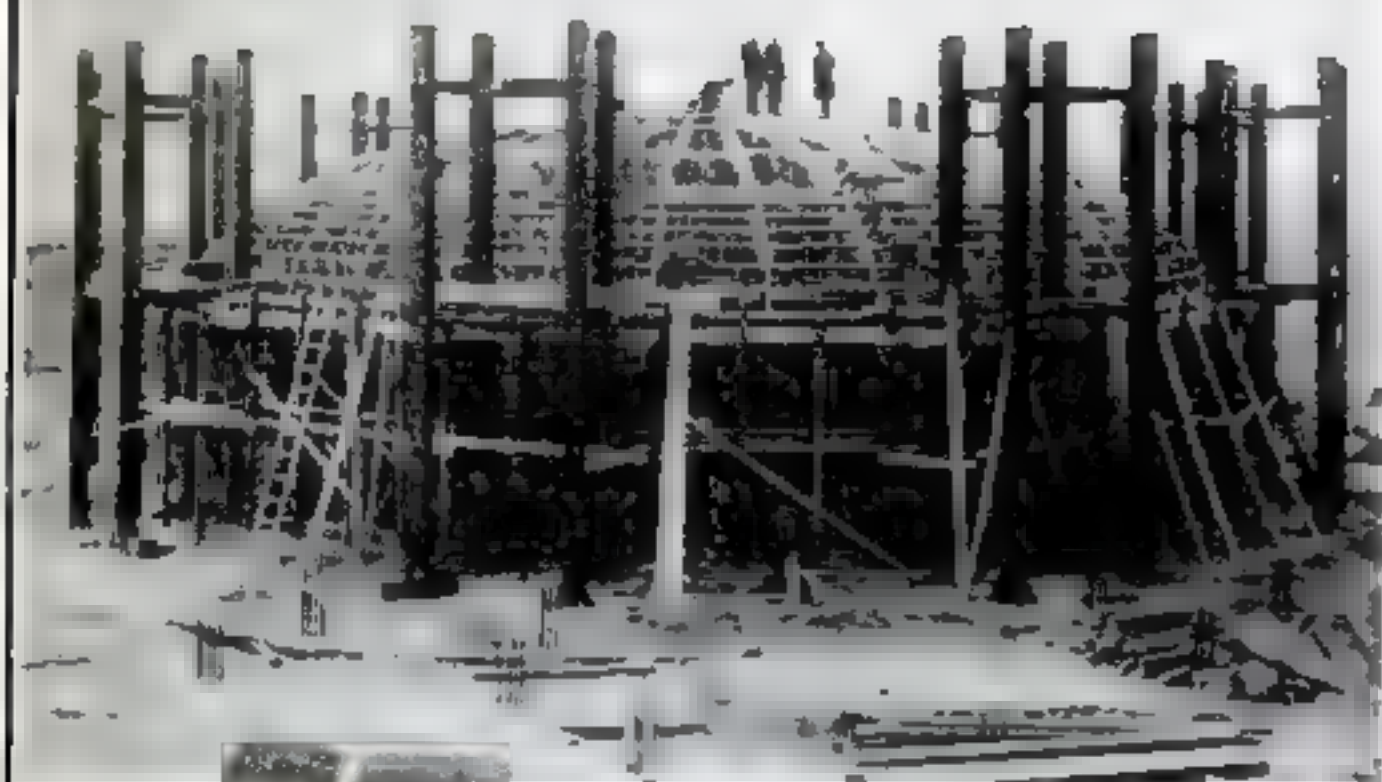
Vigorous  
and Winery

### **Holiday Hint for Saving!**

Because the profit on A&P Coffee is only 1¢ a pound, these superb coffees offer you real savings! Make thrifty A&P Coffee the heart of your holiday hospitality. You'll love it...and save!



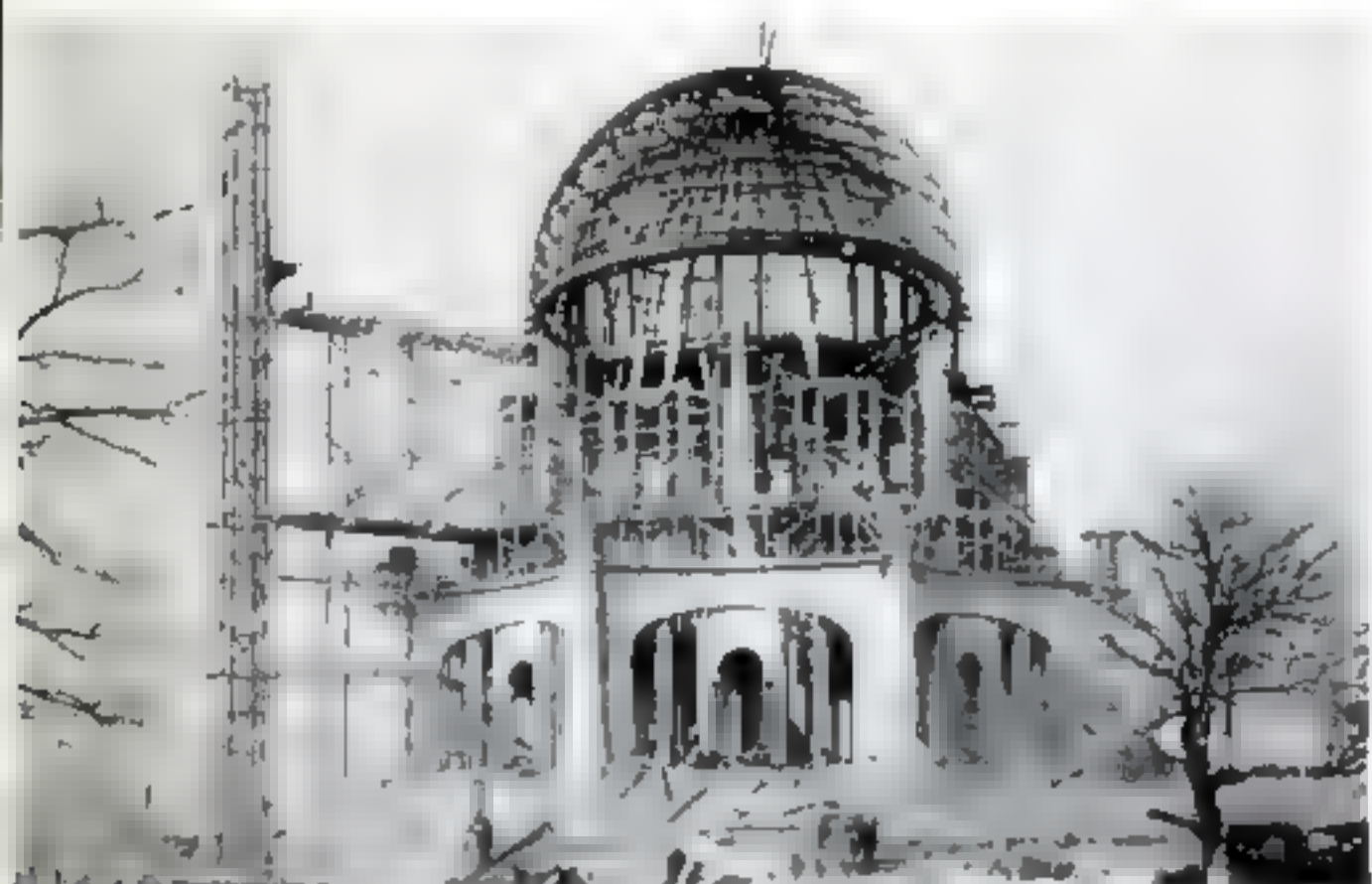




WORK WAS STARTED in 1920 with building of basement meeting room. Temple's cornerstone was laid in 1912 by 'Abdu'l-Bahá, son of Bahá'í founder.



WORK WAS ABANDONED from 1922 to 1930 when funds ran out. Architect Louis Bourgeois also designed churches in France, a mansion in Hollywood.



WORK WAS RENEWED in 1930 with building of superstructure. Upper three fourths of building is one room, from main floor to the top of the dome.



FINISHED EXTERIOR is shown from across street. After interior is done, Bahá'is will raise money for a hospital, college, orphanage, science laboratories.

Mothers...  
Boys...



**KNEES  
THAT  
*really*  
WON'T  
WEAR  
OUT!**



Billy the Kid... and Only

**Billy the Kid**

Gives you the Original, Proven

**SAF T NEE**

An exclusive feature of Billy the Kid's famous Western-styled JEANS, CORDUROY SLACKS, BILLYALLS, and BOXER LONGIES. Saves money and mending, prevents knee cuts, keeps pants looking better longer.

Wear-proven across the land by hundreds of thousands of those supreme testers—American Boys!

Best stores everywhere have them in a wide variety of styles, fabrics, and colors. Sizes 1 to 12. Or write BILLY THE KID, EL PASO, TEXAS, for name of nearest dealer.

\* Patents Applied for in U.S.A. and Canada

HORTEX MANUFACTURING COMPANY, INC., EL PASO, TEXAS

WARNING!  
Only

Billy the Kid  
makes

**SAF T NEE**

**\*KNEES  
Unconditionally  
Guaranteed**

to last the life of the garment





**YOUNG FRIEND** was picked up in New Orleans railroad station while Sir Thomas was waiting for a

train. "Come here and have your picture taken," he said. She wanted to go on with him to Vassar pri



**LADY BEECHAM** looks lovingly at husband as she plays piano while he conducts Mozart concerto.

## *Life Tours with* *Sir Thomas* **BEECHAM JOURNEYS** **DOUGHTILY OVER U.S.**

Like a character of Dickens, a little larger than life, a little gruffer-looking, sharper-tongued and gentler-hearted than anyone you would expect to meet in the world of reality, Sir Thomas Beecham, Bart. has embarked on a musical tour of the U.S. Leading the Royal Philharmonic Orchestra of London, England, which he formed and partly financed in 1946, he is appearing in 46 cities from Hartford down to New Orleans, up to Chicago and back to New York. By the time he is finished in mid-December, some 200,000 U.S. concertgoers will have had a look at the broad back and acrobatic gestures of this doughty champion of Old England.

Conducting and touring are both arduous businesses, but Sir Thomas at 71 takes them both in his stride. Fortified by the company of his wife and by heavy meals of regional cooking, he plunges from town to town, maintaining a furious pace of activity: making friends (*left*) in his majestic way; scolding the orchestra good-naturedly ("I don't care what you play, gentlemen, as long as you finish with me"); or facing up to the local press ("What did you think of the audience?" asked a lady interviewer in Jackson, Miss. "I didn't see," replied Sir Thomas. "My back was turned") and everywhere bringing the special superior Beecham brand of conducting, the verve and clarity and aristocratic ease and the pleasure he gets out of great music.

**CONTINUED ON PAGE 181**





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*The inner strength of a family—or of a nation—comes in no small part from its faith in the future. At this gay yet solemn season we send our greetings to the millions of Prudential families who already have the security that comes with Prudential protection—as well as to those families who have yet to discover the happiness that comes Today from confidence in Tomorrow.*

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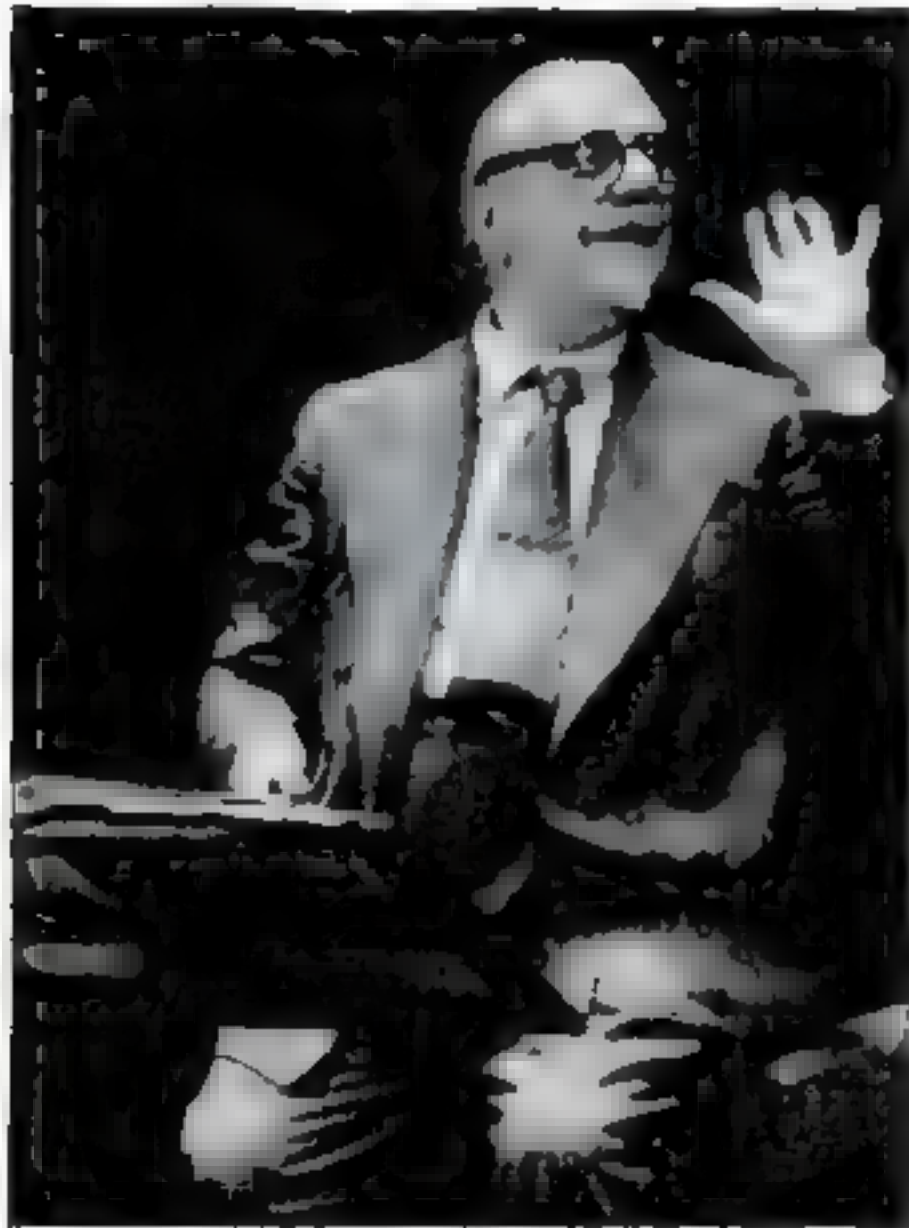


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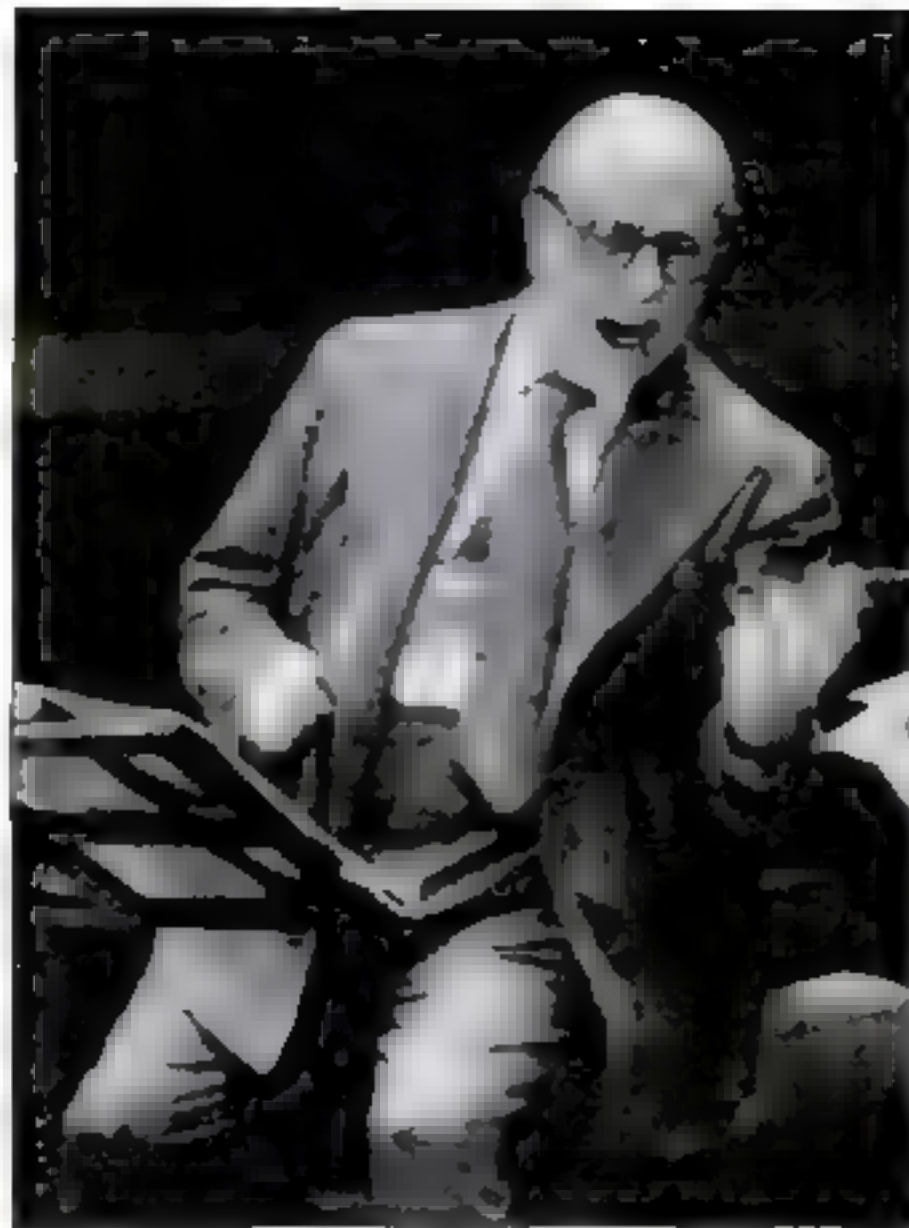
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**ON STAGE** during rehearsal in New Orleans, Sir Thomas comes to a difficulty, hushes the violins, embarks on an explanation of what the players are supposed to



be getting across in overture to Wagner's *The Flying Dutchman*. Explanations involve a number of grandiose gestures and a breaking into wild Wagnerian song.



**AS A FAMILY MAN** Beecham stands with rigorous British aplomb (*left*) to let sister-in-law into a cab, and sips orange juice contentedly (*right*) after lunching



with his wife on buster crab and chicken creole. Sir Thomas disliked two things in New Orleans: the noise ("Niagara Falls") and the jazz ("suicide music").



**OFF STAGE** Sir Thomas gets his hair cut in a Memphis hotel room (*left*); shows off his septuagenarian spryness as he puts on leather slippers to ease the terrible



strain conducting puts on his feet (*center*); and lets a cooling Coke slowly dribble down his throat (*right*) before going back to stage to receive audience's applause.







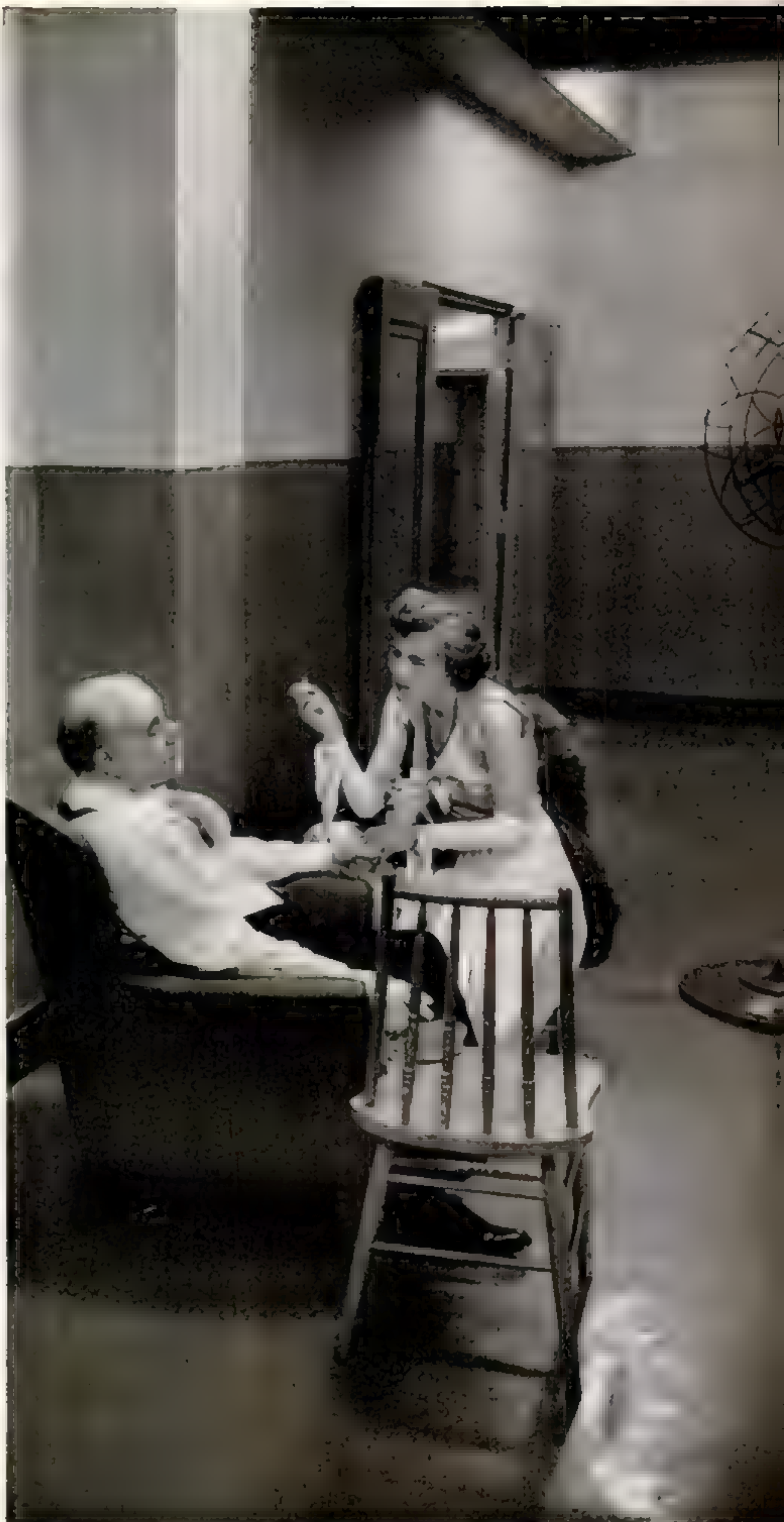
**LAUNDRY MACHINES** give the musicians much needed chance to get laundry done before concert.



**IMMOBILE** Sir Thomas listens appreciatively as Choir Conductor Hugh Ross exerts himself mightily.



**NIGHT OUT** in New Orleans was gay time for Second Violinist Albert Pievsky, an adept at Charleston.



**MOMENTS OF RELAXATION** are few on tour. Here Sir Thomas gets an instant of repose with wife

during an intermission at New Orleans. She is his second wife, married him in 1913 when she was 34, he 63.



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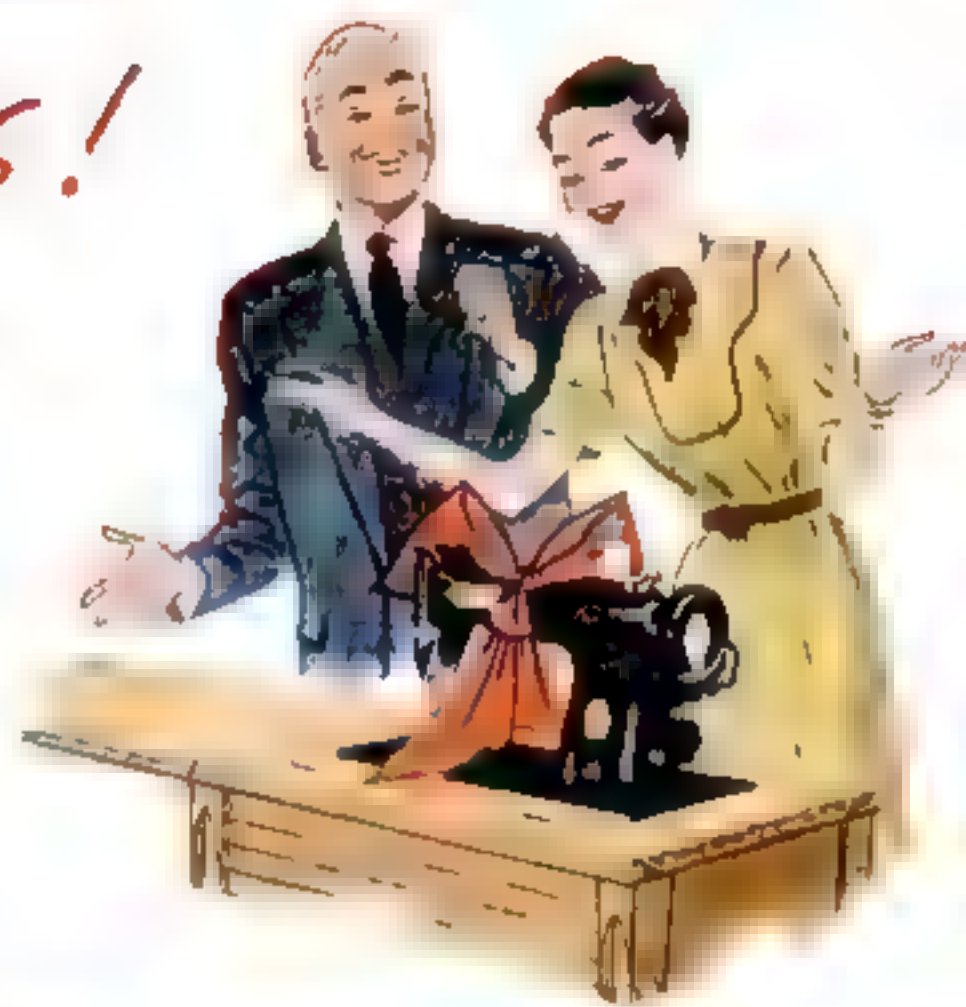
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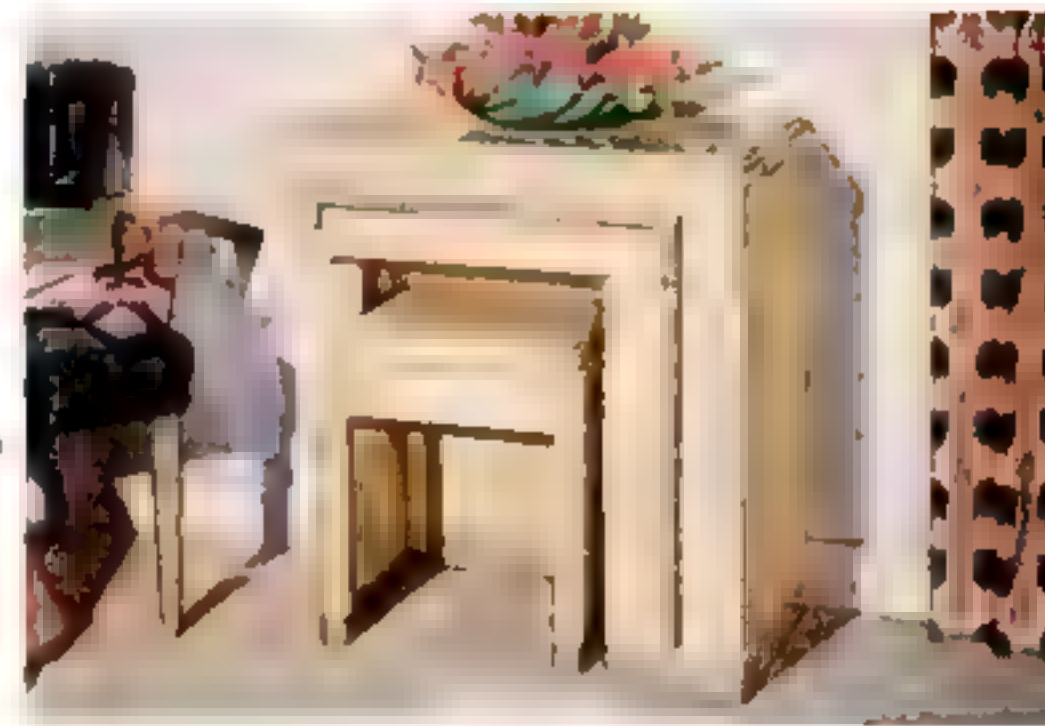
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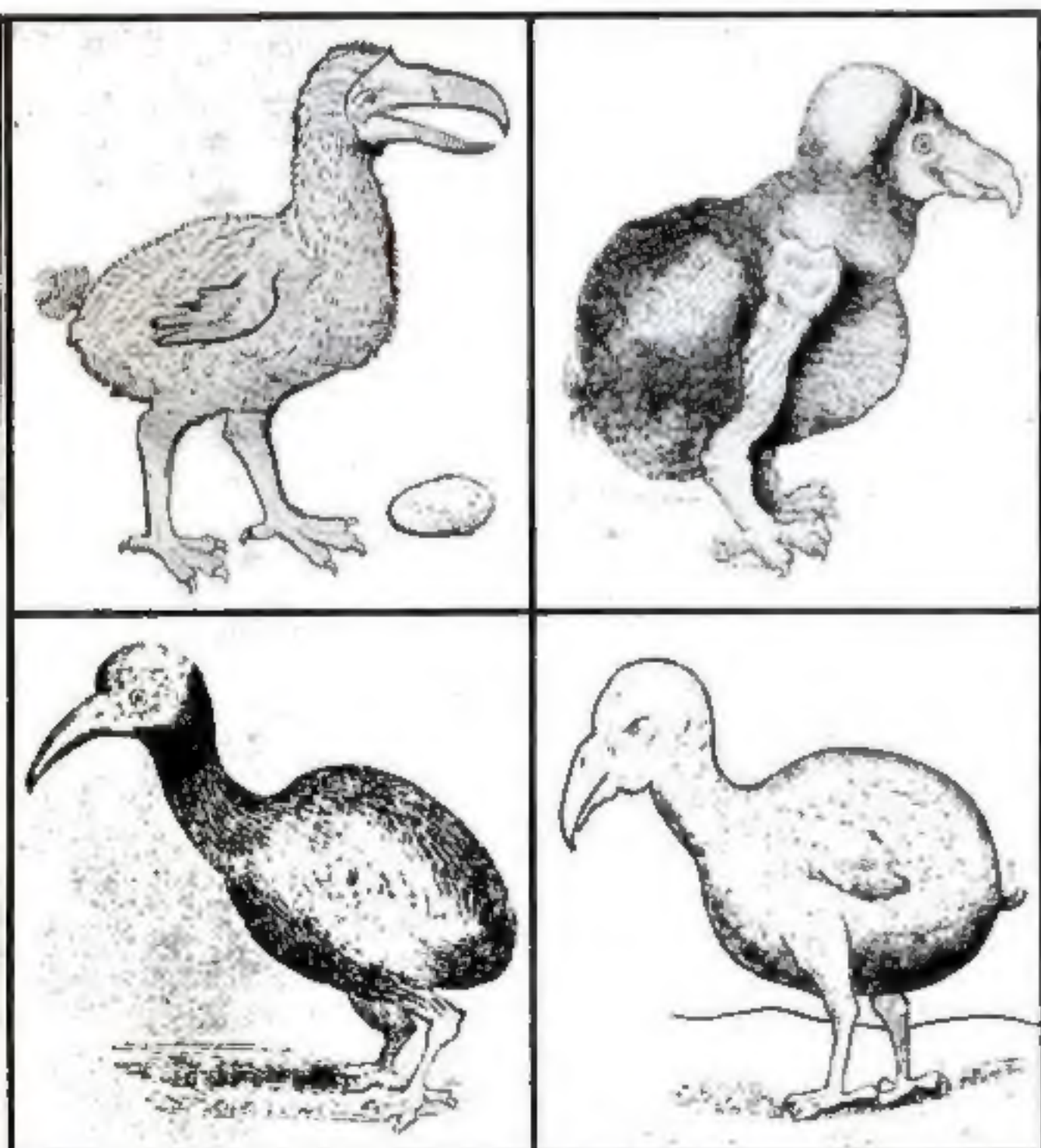


AUTHENTIC DRAWING OF DODOS WAS RECENTLY FOUND IN ART GALLERY

## NEW-FANGLED DODO

Long-lost life sketch turns up in Sacramento to give new information about long-dead bird

Dead as it is, the dodo has suddenly stirred up a new flurry of excitement. John Matthew, a Sacramento art gallery director, was visiting a San Francisco art show when he came across Dutch Artist Roelandt Savery's painting, *Landscape with Birds*, done in 1628. The dodo in the painting, until now the most authentic likeness, reminded Matthew of a drawing in his own gallery. He searched his files and came up with the Savery drawing above, a sketch the artist made of a live dodo brought to Holland in 1599 from the island of Mauritius, the dodo's last stronghold. The sketch, which had been lost for three centuries and filed namelessly under "Exotic Birds," corrected errors in Savery's painting done from memory years later. The new dodo had thicker shoulders, was covered mostly with fuzz rather than feathers and—most important of all—had webbed feet, which may lead excited ornithologists to reclassify the bird as aquatic rather than terrestrial. But to the dodo, which has been extinct since 1681, all this made very little difference.



**MISCONCEPTIONS** about the dodo arose from sketches like these made by travelers to Mauritius, an island in the Indian Ocean. Dutch sailors called Mauritius "Swan Island" because of the dodos and named the dodo *Walgvogel*, or "nauseating bird," because the longer it was cooked, the worse it tasted.

CONTINUED ON NEXT PAGE

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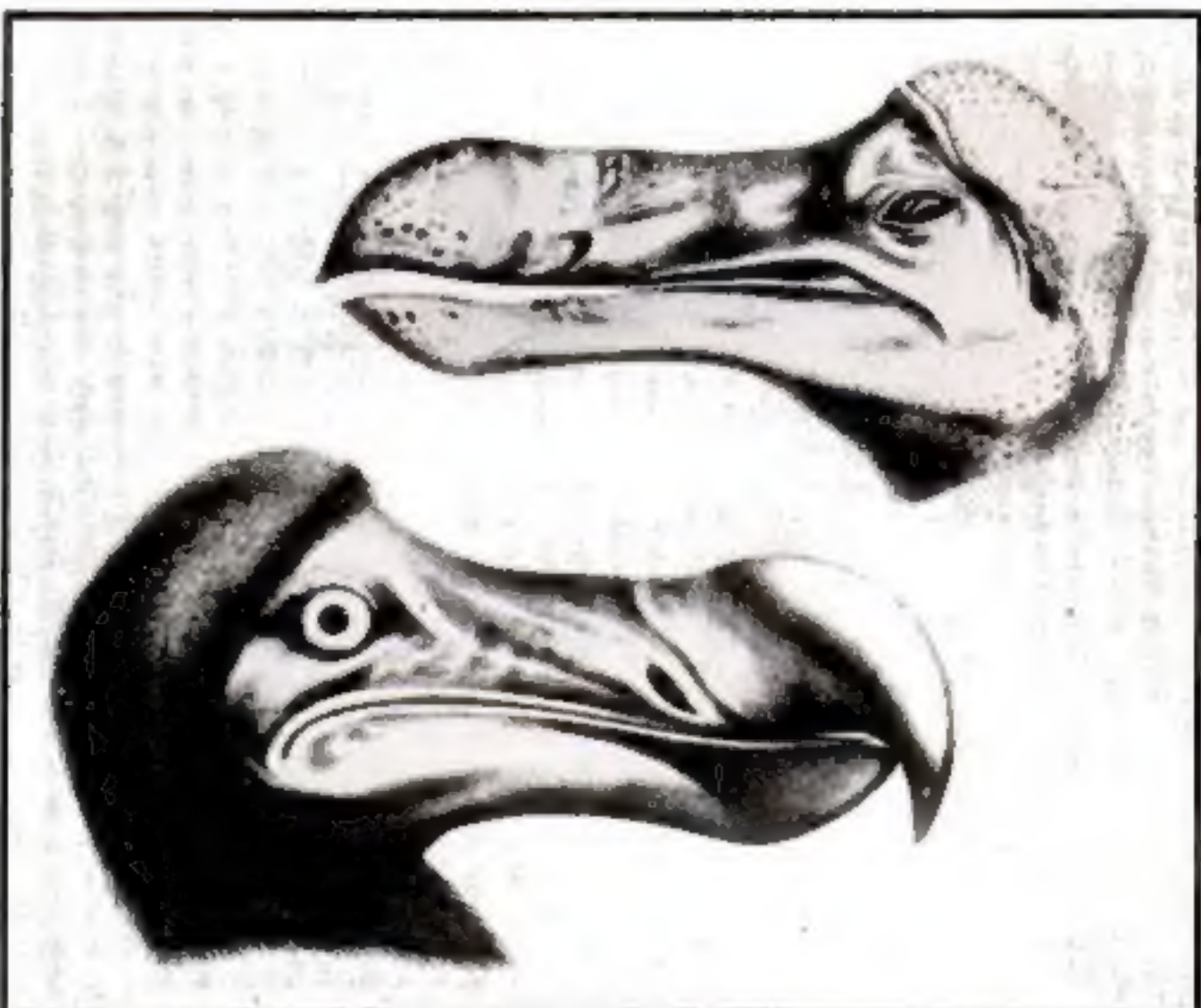




**MOST AUTHENTIC** dodo before new discovery was in Savery's painting, *Landscape with Birds*. Dodo weighed about 50 pounds, was 2 to 2½ feet high.



**MOST FAMOUS** dodo was drawn by John Tenniel for *Alice in Wonderland*. Alice's dodo arranged a "Caucus-race" in which everyone ran around in circles.



**MOST REPULSIVE** dodo is this sketch of preserved skull (*top*) in a museum in Oxford, England. Equally repulsive is artist's accompanying reconstruction.



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# We shot through clouds to get this mountain ghost



**1** "It's like trying to hit a fly in a fog... shooting chamois goats in the Swiss Alps," writes an American friend of Canadian Club. "Shy and fast, the chamois scents you when you can't even see him. Just above Grindelwald, my guide finally spotted one on a cloudy peak 180 yards off. We were up-wind, my shot was right on target...but my chamois dropped clear out of sight!"



**2** "Down at the bottom of a deep snow-filled ravine, after hours of search, we found the chamois. He'd tumbled a long way. To find my trophy and bring it down from the mountains took some real mountaineering...but it was worth every bit of the trouble."

**3** "Anybody can wear the prized 'Gamsbart,' the hat ornament made of the chamois' chin-whiskers, but I could count myself among the proud few who are really entitled to wear it. For the local Swiss—and for me, too—it is a real badge of honor. Bagging a chamois is quite a feat for any hunter."

**4** "That shot of yours rates another reward," the guide said that evening. "...the best in the house." And he brought out a bottle of my favorite whisky—Canadian Club!

**5** "It takes luck to bag a chamois... and a good deal of patience. But it's more than a matter of luck that I find Canadian Club treasured everywhere I travel."

Why this worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon—yet there

is no other whisky in all the world that tastes quite like Canadian Club. You can stay with it all evening long... in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

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